



# PETPrinces

Exclusive Catalogue 2020





# CONTENTS

## Introduction

Company Profile	1
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## Dog Food

Premium Dry Food	6
Premium Wet Food	15
Raw Food	21
Maintenance Dry Food	22
Maintenance Wet Food	23

## Cat Food

Premium Dry Food	30
Premium Wet Food	32
Raw Food	44
Maintenance Dry Food	45
Maintenance Wet Food	46

## Treats & Supplements

Premium Goodie Snacks	53
Alaskan Treats	54
Doggos	56
Miracle Oils	62

## Pet Care

Shampoos	64
Training Pads	66
Wipes & Poo Bags	68
Litters	70

## Pet Accessories

Pet Bowls	74
Pet Beds	76
Scratch Poles	80
Toys	82

## Guidline Feeding

Feeding your Pet	85
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## Articles

Benefits of a Grain Free Diet	9
Types of Meats	14
Proteins for Pets	29
Pet Food: Nothing to Hide	52
Why Fish Oils ?	62
Facts of Stress	79
Food for Energy	84



**OUR MISSION IS TO STAND  
PROUD IN RESPECTING THAT  
PETS DESERVE A HEALTHY,  
HAPPY AND CONTENTED  
LIFESTYLE THROUGH QUALITY  
NUTRITION AND CARE**





## Welcome to ..... our Pet Shop

By joining the **PRINCE and PRINCESS** 'Royal Family' your pet has the unique opportunity of enjoying food 'fit for a king'...or a queen!

Guided by experts, we are confident in supporting the demands of pet health and nutrition by keeping ingredients fresh, natural, honest and transparent. At PetPrinces we care and our aim is to always go the extra mile to ensure that foods remain unique to our belief. With a keen eye on the environment, our grain free dry foods and selection of nutritious wet foods contain a fusion of goodness that is well presented. We are aware that education is the key to helping pet owners understand the important factors of what is good for their pets and through our products and informative facts we offer the best, of the very best in pet care support.

There are so many foods on the market, however, sadly in our opinion few are the brands that manufacture for the love of pets. At PetPrinces the starting point is presenting the most genuine and healthy diets, regardless of cost, to ensure that they are physically and mentally healthier to live a longer life - thanks to our formulas.

We source the richest ingredients – high quality expensive meats, vegetables, fruits and natural supplements – to guarantee health through the three key factors that contribute to digestibility, metabolic levels and biological values. Working on the nutritional benefits we are more than happy to select only quality ingredients from around the world.

Our company slogan strongly confirms that truly the health of your pet comes first!

This catalogue is not just about presenting current product lines, which will always continue to grow: it's also promoting PetPrinces as an alternative brand that gives us the opportunity to practice what we preach. This is highlighted in the pages of 'FACTS', that simply explain what makes the difference and to show that we are your pet's best friend.

Our ever expanding international family is constantly calling for more and we are keen to promote the additions of grain free treats, natural oil supplements and pure

shampoos – among an assortment of important pet necessities, including food for small animals and birds, to ultimately bring you the crown jewels in pet foods and accessories.

My team and I are proud of what we have achieved and our goal is to succeed in making PRINCE and PRINCESS stand out in the crowd. We take pride in our formulations simply because it's your pets that deserve only the best.

## OUR STORY

**PRINCE and PRINCESS** began by focusing on producing healthy diets with genuine ingredients to make sure all our furry pets would thrive on a healthy lifestyle. Throughout the years our brands have always remained firm in the philosophy of Petnutrition as we continue to strive hard to bring new and intriguing ideas to the pet world.

'Pets mean the world to us, and rightly so, as our company slogan 'We are Pet Lovers' confirms our passion for pets, helping us to progress to a new stage and reach new goals.

Having achieved our dream the coming months will see the opening of a PetPrinces dry food manufacturing plant, together with research and development laboratories in Malta.

The purpose of this project will certainly help us improve on our current high standards, developing a kibble that is not cooked at the normal high temperatures preserves the nutrients to the highest level. This new venture combines in-house research with exciting nutritional, healthy formulas to produce nothing but the best with the latest technology and machinery.

We are looking forward to deliver more...our growth and success comes from loyal customers who have supported us from day one. PetPrinces would like to express gratitude to all the pet customers who have placed the **PRINCE and PRINCESS** brands in their homes. You have been an inspiration in helping us to lead the way.



## RECOGNITIONS

In 2016 we were awarded the international Food & Beverage Award in recognition of this commitment to Quality & Business Excellence.

The Award was awarded by the Global Traders Leaders Club.

Furthermore, in 2019 the company established itself even further by winning the Small Business Category Award at the Malta International Business Awards for healing through export and global growth.





## PROUD of . . . PRINCE for dogs

PRINCE PREMIUM 'grain free' dry are carefully prepared wet foods packed full of goodness with specialised natural ingredients formulated to the highest possible standards.

There is nothing to hide and every effort has been made to list the full ingredients and detailing the benefits of promoting good health from inside out.

### MEAT

Special meats such as ostrich and venison, gnu, buffalo and wild boar add impact to the health benefits through low fat and vitamins vital to generating healthy body cells – the key enzyme system for energy production and metabolism.

### GRAIN FREE

PRINCE PREMIUM and SUPER PREMIUM grain free dry dog food is a unique product that is packed full of goodness and has no product fillers – low in the carbohydrates that may cause health issues. Advanced new kibble helps to maintain healthy teeth and gums.

This genuine pure caloric quality food is concentrated in the rich natural ingredients of fresh meat, fish, vegetables and herbs - complete with tempting aromas for palatability. It is formulated to ease digestion and combines with protein that is strong in energy and vegetables that are strong in dietary fibre with vitamins, E, B and vitamin B complex (iron).

### NATURAL RAW MATERIALS

Blends of vegetables, vitamins, herbs, plant and fruit extracts – ingredients that offer a range of benefits to you and your pet.

### \*MEAT MEAL

We use only high quality grade meats. Meat meal is the dried end product. The process produces a protein powder by concentrating the water content of fresh meat into a higher percentage of protein, thus making the product more caloric and concentrated.

## PRINCE ULTRA PREMIUM TASTE OF NATURE

**Complete Food**  
**Grain Free/GMO FREE**

**TEN reasons to promote longevity and a healthy lifestyle.**

- Healthy joints • Healthy bones and muscles • High palatability • Healthy intestines • Highly digestible • Healthy skin and coat • Fortifies immune system • Anti ageing • Healthy liver • Controls stool odour

### TURKEY WITH SWEET POTATO FORMULA

**12kg • 4kg • 2kg (9mm kibble) (31% Protein • 19% Fat)**

Recommended for: • Small breed puppies • Active small adult dogs • Dogs with increase energy and fat requirements • Dogs in recovery

### Ingredients:

Dehydrated turkey, fresh turkey, sweet potatoes, peas, animal fat, split peas, flax seed, vegetable gravy, carob flour, vitamins and minerals, fresh salmon oil, potato protein, beet pulp, dried chicory (a natural source of FOS and inulin), dried carrots, dried apples, glucosamine, chondroitin, mono-oligosaccharides, plant extracts (Rosemarinus sp., Curcuma sp., Vitis sp., Syzygium sp., Yucca Schidigera)



### Analysis:

Crude Protein 31.0%, Crude oils & fat 19.0%, Crude ash 8.3%, Crude fibre 4.0%, Moisture 8.0%, Calcium (Ca) 1.9%, Phosphorus (P) 1.2%,

**Metabolic Energy:** 3,740 kcal/kg

### Vitamins:

Vitamin A 20,000 ui, Vitamin D3 2,000 ui, Vitamin E, alfa-tocopherol 150mg

### Amino acids:

Taurine 1,500mg

**Trace elements:** Iron (Fe) 90mg, Copper (Cu) 13mg, Zinc (Zn) 100mg, Manganese (Mn) 40mg, Iodine (I) 1.5mg, Selenium (Se) 0.2mg





### TURKEY WITH SWEET POTATO FORMULA

**12kg • 4kg (12mm kibble) (24% Protein • 12% Fat)**

Recommended for: • Adult Dogs • Highly Palatable



**Ingredients:**

Fresh turkey, turkey meal, sweet potatoes, peas, dried potato flakes, split peas, lentils, beet pulp, flaxseed, vegetable gravy, fresh salmon oil, carob flour, chicken fat, vitamins and minerals, dried whole eggs, brewer's yeast, cellulose, dried chicory (a natural source of FOS and inulin), dried carrots, STPP (sodium tripoly phosphate), mono-oligosaccharides (MOS), plant extracts (Rosemarinuspp., Curcumasp., Vitissp., Syzygiumsp.)

**Analysis:**

Crude Protein 24.0%,  
Crude oils & fat 12.0%, Crude ash 8.2%,  
Crude fibre 5.2%, Moisture 8.0%,  
Calcium (Ca) 1.4%, Phosphorus (P) 1.0%

**Metabolic Energy:** 3,350 kcal/kg

**Vitamins:**

Vitamin A 20,000 ui,  
Vitamin D3 2,000 ui,  
Vitamin E, alfa-tocopherol 150mg

**Amino acids:**

Taurine 1,500mg

**Trace elements:** Iron (Fe) 90mg,  
Copper (Cu) 13mg, Zinc (Zn) 100mg, Manganese (Mn) 40mg,  
Iodine (I) 1.5mg, Selenium (Se) 0.2mg



Available also: **4kg**

### SALMON WITH SWEET POTATO FORMULA

**12kg • 4kg • 2kg (13mm kibble) (24% Protein • 12% Fat)**

Recommended for: • Adult dogs • Sensible or allergic dogs



**Ingredients:**

Fresh salmon, dehydrated salmon, sweet potatoes, peas, dried potato flakes, split peas, beet pulp, flax seed, brewer's yeast, vegetable gravy, animal fat, vitamins and minerals, fresh salmon oil, carob flour, dried whole eggs, cellulose, dried chicory (a natural source of FOS and inulin), dried carrots, mono-oligo saccharides (MOS), plant extracts (Rosemarinuspp., Curcumasp., Vitissp., Syzygiumsp., YuccaSchidigera)

**Analysis:**

Crude Protein 24.0%, Crude oils & fat 12.0%, Crude ash 8.5%,  
Crude fibre 5.1%, Moisture 8.0%,  
Calcium (Ca) 1.4%, Phosphorus (P) 0.9%,  
**Metabolic Energy:** 3,340 kcal/kg.

**Vitamins:**

Vitamin A 24,000 ui, Vitamin D3 2,000 ui, Vitamin E, alfa-tocopherol 300mg

**Trace elements:** Iron (Fe) 90mg,  
Copper (Cu) 13mg, Zinc (Zn) 100mg, Manganese (Mn) 40mg,  
Iodine (I) 1.5mg, Selenium (Se) 0.2mg



### DUCK WITH SWEET POTATO FORMULA

**12kg • 4kg (13mm kibble) • 2kg (9mm kibble) (24% Protein • 10% Fat)**

Recommended for: • Neutered or spayed dogs • Senior, overweight or sensible dogs



**Ingredients:**

Fresh duck, dehydrated duck, sweet potato, peas, dried potato flakes, split peas, luzerne (alfalfa), vegetable gravy, animal fat, beet pulp, fresh salmon oil, carob flour, vitamins and minerals, dried whole eggs, brewer's yeast, flax seed, dried chicory (a natural source of FOS and inulin), dried carrots, glucosamine, chondroitin, MSM (methylsulfonylmethan), mono-oligosaccharides (MOS), plant extracts (Rosemarinuspp., Curcumasp., Vitissp., Syzygiumsp., YuccaSchidigera)

**Analysis:**

Crude Protein 24.0%, Crude oils & fat 10.0%, Crude ash 7.3%,  
Crude fibre 4.7%, Moisture 8.0%,  
Calcium (Ca) 1.7%, Phosphorus (P) 0.9%,  
**Metabolic Energy:** 3,300 kcal/kg.

**Vitamins:**

Vitamin A 24,000 ui, Vitamin D3 2,000 ui, Vitamin E, alfa-tocopherol 300mg

**Amino acids:**

Methionine 5,000mg, Taurine 1,500mg.

**Trace elements:** Iron (Fe) 90mg,  
Copper (Cu) 13mg, Zinc (Zn) 100mg, Manganese (Mn) 40mg,  
Iodine (I) 1.5mg, Selenium (Se) 0.2mg



### LAMB WITH SWEET POTATO FORMULA

**12kg • 4kg (12mm kibble) (26% Protein • 14% Fat)**

Recommended for: • Adult Dogs • Puppies medium to large breeds • Pregnant Dogs



**Ingredients:**

Dehydrated lamb, fresh lamb, sweet potatoes, peas, potato protein, animal fat, dried potato flakes, split peas, beet pulp, vegetable gravy, flaxseed, carob flour, vitamins and minerals, fresh salmon oil, dried chicory (a natural source of FOS and inulin), dried carrots, dried apples, glucosamine, chondroitin, mono-oligosaccharides (MOS), plant extracts (Rosemarinuspp., Curcumasp., Vitissp., Syzygium, YuccaSchidigera)

**Analysis:**

Crude Protein 26.0%, Crude oils & fat 14.0%, Crude ash 9.3%,  
Crude fibre 4.6%, Moisture 8.0%,  
Calcium (Ca) 1.9%, Phosphorus (P) 1.2%  
**Metabolic Energy:** 3,430 kcal/kg

**Vitamins:**

Vitamin A 24,000 ui, Vitamin D3 2,000 ui, Vitamin E, alfa-tocopherol 500mg

**Trace elements:** Iron (Fe) 90mg,  
Copper (Cu) 13mg, Zinc (Zn) 100mg, Manganese (Mn) 40mg,  
Iodine (I) 1.5mg, Selenium (Se) 0.2mg  
Copper (Cu) 13mg, Zinc (Zn) 100mg, Manganese (Mn) 40mg, Iodine (I) 1.5mg, Selenium (Se) 0.2mg



	Kg		
1 - 5		25 - 85	
6 - 15		100 - 195	
16 - 25		200 - 285	
26 - 45		290 - 440	
46 - 70		450 - 620	



## PRINCE ULTRA PREMIUM TASTE OF NATURE

### BUFFALO FORMULA

**12kg • 4kg (12mm kibble) (28% Protein • 15% Fat)**

Recommended for: • Adult Dogs • Neutered and Sensible dogs

#### Ingredients:

Fresh buffalo's meat, peas starch, processed buffalo's proteins, peas, chicken fat, broad beans, potatoes, linseed, yeasts, potatoes proteins, hydrolysed liver's proteins, dried beet pulp, dried chicory pulp, sea weeds meal, yeast product (MOS), mojaveyucca, milk thistle seed (*Silybummarianum*L.), dehydrated pomegranate rind (*Punicagranatum*), dog rose dehydrated fruit (*RosaCaninaL.R.,PendulinaL.*)

#### Analysis:

Crude Protein 28.0%  
Crude oils & fat 15.0%  
Crude ash 8.8%  
Crude fibre 3.0%  
Moisture 8.0%

**Metabolic Energy:** 3,750 kcal/kg

#### Vitamins:

Vitamin A (3a672a) 20,500ui,  
Vitamin D3 (E671) 1,400ui,  
Vitamin E (3a700 - t. r. alfa toc. Acet.) 190mg



### DEER WITH SALMON FORMULA

**12kg • 4kg • 2kg (13mm kibble) (29% Protein • 17% Fat)**

Recommended for: • Adult Dogs • Skin Conditioning • Low in Protein - High in Fat



#### Ingredients:

Fresh Salmon, processed deer's proteins, peas, peas starch, broad beans, turkey and chicken's fat, processed duck proteins, linseed, hydrolysed liver, dried beet pulp, yeast, seaweeds meal, Fructo-oligosacchrides FOS, yeast product (MOS), mojave yucca, dehydrated apple (*Malus pumila*), dehydrated pomegranate rind (*Punica granatum*), dog rose dehydrated fruit (*Rosa Canina L.R., Pendulina L.*), glucosamine, chondroitin sulphate

#### Analysis:

Crude Protein 29.0%,  
Crude oils & fat 17.0%,  
Crude ash 9.3%  
Crude fibre 3.4%  
Moisture 8.0%

**Metabolic Energy:** 3,830 kcal/kg

#### Vitamins:

Vitamin A (3a672a) 21,000ui,  
Vitamin D3 (E671) 1,400ui,  
Vitamin E (3a700 - t. r. alfa toc. Acet.) 180mg



### PORK FORMULA

**12kg • 4kg (12mm kibble) (31% Protein • 18% Fat)**

Recommended for: • Adult Dogs • Puppies medium to large breeds • Active Dogs

#### Ingredients:

Fresh pork's meat, processed pork proteins, peas, peas starch, chicken fat, potatoes, broadbeans, linseed, yeasts, hydrolysed liver's proteins, dried beet pulp, dried chicory pulp, sea weeds meal, yeast product (MOS), mojaveyucca, milk thistle seed (*Silybummarianum*L.), dehydrated pomegranate rind (*Punicagranatum*), dog rose dehydrated fruit (*RosaCaninaL.R.,PendulinaL.*)

#### Analysis:

Crude Protein 31.0%,  
Crude oils & fat 18.0%,  
Crude ash 8.5%  
Crude fibre 2.8%,  
Moisture 8.0%

**Metabolic Energy:** 3,920 kcal/kg

#### Vitamins:

Vitamin A (3a672a) 20,500ui,  
Vitamin D3 (E671) 1,400 ui  
Vitamin E (3a700 - t. r. alfa toc. Acet.) 190mg



### REINDEER WITH TROUT & HEMP FORMULA

**12kg • 4kg • 2kg (13mm kibble) (30% Protein • 19% Fat)**

Recommended for: • Adult Dogs • Skin Conditioning • Low in Protein - High in Fat



#### Ingredients:

Fresh trout, processed reindeer proteins, peas, peas starch, turkey and chicken fat, broad beans, processed beef proteins, hemp seed cake flour, hydrolyzed liver's proteins, yeast product (MOS), mojave yucca, dehydrated apples, dehydrated pomegranate rind (*Punica granatum*), dog rose dehydrated fruit (*Rosa Canina L.R., Pendulina L.*), glucosamine, chondroitin sulphate

#### Analysis:

Crude Protein 30.0%,  
Crude oils & fat 19.0%,  
Crude ash 9.3%  
Crude fibre 3.3%  
Moisture 8.0%


**Metabolic Energy:** 3,740 kcal/kg

#### Vitamins:

Vitamin A (3a672a) 20,500ui,  
Vitamin D3 (E671) 1,400ui,  
Vitamin E (3a700 - t. r. alfa toc. Acet.) 190mg



Kg	24h	8h
1 - 5		25 - 85
6 - 15		100 - 195
16 - 25		200 - 285
26 - 45		290 - 440
46 - 70		450 - 620







## BENEFITS OF A GRAIN FREE DIET ...

To start off with, one needs to understand that carbohydrates are a crucial part in a pet's diet as they help to provide energy to the brain, regardless if it's a grain free formula or not.

Grain Free formulas also contain carbohydrates, so it's important to learn some facts about carbohydrates.

**1. Healthier coat:** A grain free diet will show the results immediately. With the healthy ingredients that the food contains, in particular omega fatty acids, the coat will immediately look shinier and healthier.

**2. Better Skin:** Certain dog food can sometimes result in itchy, dry, inflamed and irritated skin. A grain free diet can work wonders on your dog's skin thanks to the lower carbs and Omega 3 and Omega 6 Fatty acids.

**3. Smaller Stools:** The corn and wheat that is usually found in standard dog food contains a lot of fibre, which dogs cannot digest properly. It therefore has to be removed within their stools.

**4. Less Gas:** Grains tend to result in bad smelling. Apart from this being nasty, it is also very uncomfortable for the dog. Grain Free dog food helps to reduce gas and thus should there be a bigger problem one can tell easily.

**5. Better Breath:** A film is usually left over a dog's teeth when eating grains. This is the result of more bacteria than usual in a dog's mouth. This can be washed away through saliva and water, however these bacteria can still cause a terrible stink.

**6. Fewer Allergies:** Certain dogs can sometimes be allergic to grains. This can result in an itchy skin caused by the immune system working too hard.

**7. More Energy:** Processed food has a lot of fiber stripped away. Dogs use up the energy that's in the food much more quickly. When given Grain Free food, the dog will burn the energy over a longer period of time.

**8. Great for pregnant dogs:** When pregnant, a dog has to receive the required nutrients for oneself and for the puppies that she is carrying. Giving your dog more food will not work. A Grain Free Diet will give the dog and puppies more energy and can stay healthy both before and after birth.



**NOURISHED  
BY PRINCE  
TASTE OF  
NATURE DIET**

**HAUSE VON SPARTA  
KENNELS**

# PROUD TO BE ..... UNIQUE

## 1ST DRY FOOD RECIPE IN THE WORLD WITH HEMP SEED POWDER

- HELPS MANAGE ARTHRITIS PAIN
- HELPS PREVENT CANCER
- HELPS MANAGE INFLAMMATION
- HELPS REDUCE ALLERGIES
- HELPS FIGHT HEART DISEASE





## PRINCE PREMIUM GRAIN FREE ADULT

### 25% PROTEIN FAT

Ideal for healthy medium to large adult dogs of all ages but also designed to help improve condition of dogs suffering with poor health or allergy problems.

**FITNESS: LARGE ADULT DOG**



**Ingredients:**

Chicken (dehydrated chicken (24%), Chicken gravy (4%), Peas, Potatoes, Animal fat (chicken) (7.5%), Fish (dehydrated salmon/salmon oil), Beet pulp, Dried chicory (a natural source of FOS and inulin), Flax seed, Vitamins and minerals, Whole dried eggs, Brewery yeast, Mono calcium phosphate, Salt, Dried carrots, MOS (mannan-oligosaccharides), Rose hip, Apple, Cleavers, Blueberries, Rhubarb, Lucerne, Nettle, Dandelion, Chamomile, Hawthorn, Milk thistle, Fennel, Echinacea

**Analysis:**

Crude protein 25.0%,  
Crude oils & fats 14.5%,  
Omega 3 fatty acid 0.8%,  
Omega 6 fatty acid 2.8%,  
Crude fibre 4.0%,  
Inorganic matter 7.5%,  
Calcium (Ca) 1.3%,  
Phosphorus (P) 1.0%,  
Magnesium (Mg) 0.1%

**Energy:** ME(kJoule/kg) 3.507KJ

**Vitamins:**

Vitamin A 15,000iu,  
Vitamin D3 1,500iu,  
Vitamin E, alfa-tocopherol 100mg,

**Trace elements:**

Manganese - (II) – monohydrate 10mg, Zinc sulphate, monohydrate 140mg, Copper - (II) - sulphate, pentahydrate 10mg, Iron - (II) - sulphate monohydrate 100mg, Selenium (sodium selenite 0.2mg, Iodine (calcium iodate) 1.0mg

**Technical additives:** Natural Antioxidants, Preservative (citric acid)



## PRINCE PREMIUM GRAIN FREE ADULT

### 26% PROTEIN FAT

Formulated by experts - Energy food, as part of the Premium range is also designed for working dogs to provide all round nutrition to maintain good health and fitness.

**ENERGY: LARGE ADULT DOG**



**Ingredients:**

Dehydrated chicken (29.5%), Peas, Potatoes, Animal fat (chicken) (14.5%), Beet pulp, Flax seed, fish (dehydrated salmon/salmon oil) Vitamins and minerals, Salt, Whole dried eggs, Brewery yeast, Dried chicory (a natural source of FOS and inulin), Alfalfa, Dried carrots, Dried apple, Dried blueberries, MOS (mannan-oligosaccharides), Rose hip, Apple, Cleavers, Blueberries, Rhubarb, Lucerne, Nettle, Dandelion, Chamomile, Hawthorn, Milk thistle, Fennel, Echinacea

**Analysis:**

Crude protein 26.0%,  
Crude oils & fats 23%,  
Omega 3 fatty acid 1.6%,  
Omega 6 fatty acid 4.2%,  
Crude fibre 4.5%,  
Inorganic matter 7%,  
Calcium (Ca) 1.1%,  
Phosphorus (P) 0.8%,  
Magnesium (Mg) 0.1%

**Energy:** ME(kJoule/kg) 3.913KJ

**Vitamins:**

Vitamin A 15,000iu,  
Vitamin D3 1,500iu,  
Vitamin E, alfa-tocopherol 500mg,

**Trace elements:**

Manganese - (II) – monohydrate 10mg, Zinc sulphate, monohydrate 140mg, Copper - (II) - sulphate, pentahydrate 10mg, Iron - (II) - sulphate monohydrate 100mg, Selenium (sodium selenite 0.2mg, Iodine (calcium iodate) 1.0mg

**Technical additives:** Natural Antioxidants, Preservative (citric acid)



1 - 5

6 - 15

16 - 25

26 - 45

46 - 70



25 - 85

100 - 195

200 - 285

290 - 440

450 - 620





## PRINCE PREMIUM GRAIN FREE ADULT

**28**  
Protein

**16**  
Fat



Ideal for healthy adult dogs and those suffering with allergy problems. Developed by nutritional experts, rich in one source protein making it an easily digestible formula.

### PRAIRIE: LARGE ADULT DOG



#### Ingredients:

Dehydrated rabbit (24%), Peas, Potatoes, Animal fat (chicken) (8.9%), Potato protein, Flax seed, Beet pulp, Hydrolyzed Chicken protein, Brewery yeast, Dried chicory (a natural source of FOS and inulin), Vitamins and minerals, Whole dried eggs, Dried carrots, Salt, Green lipped mussel, Dried cranberries, Dried tomatoes, Dried spinach, Dried kelp, Peppermint, MOS (mannan-oligosaccharides), Rose hip, Apple, Cleavers, Blueberries, Rhubarb, Lucerne, Nettle, Dandelion, Chamomile, Hawthorn, Milk thistle, Fennel, Echinacea

#### Analysis:

Crude protein 28.0%,  
Crude oils & fats 16%,  
Omega 3 fatty acid 1.3%,  
Omega 6 fatty acid 2.6%,  
Crude fibre 4.5%,  
Inorganic matter 7.5%,  
Calcium (Ca) 0.9%,  
Phosphorus (P) 0.7%,  
Magnesium (Mg) 0.1%

**Energy:** ME(kJoule/kg) 3.564KJ

#### Vitamins:

Vitamin A 15.000iu,  
Vitamin D3 1.500iu,  
Vitamin E, alfa-tocopherol 200mg.

#### Trace elements:

Manganese - (II) - monohydrate 10mg, Zinc sulphate, monohydrate 140mg, Copper - (II) - sulphate, pentahydrate 10mg, Iron - (II) - sulphate monohydrate 100mg, Selenium (sodium selenite 0.2mg, Iodine (calcium iodate) 1.0mg

**Technical additives:** Natural Antioxidants, Preservative (citric acid)



## PRINCE PREMIUM GRAIN FREE ADULT

**28**  
Protein

**16**  
Fat



Ideal for healthy adult dogs and those suffering with allergy problems. Developed by nutritional experts, rich in one source protein – kibble adjustment for smaller dogs.

### PRAIRIE: SMALL/MEDIUM ADULT DOG



#### Ingredients:

Dehydrated rabbit (24%), Peas, Potatoes, Animal fat (chicken) (8.9%), Potato protein, Flax seed, Beet pulp, Hydrolyzed chicken protein, Brewery yeast, Dried chicory (a natural source of FOS and inulin), Vitamins and minerals, Whole dried eggs, Dried carrots, Salt, Green lipped mussel, Dried cranberries, Dried tomatoes, Dried spinach, Dried kelp, Peppermint, MOS (mannan-oligosaccharides), Rose hip, Apple, Cleavers, Blueberries, Rhubarb, Lucerne, Nettle, Dandelion, Chamomile, Hawthorn, Milk thistle, Fennel, Echinacea

#### Analysis:

Crude protein 28.0%,  
Crude oils & fats 16%,  
Omega 3 fatty acid 1.3%,  
Omega 6 fatty acid 2.6%,  
Crude fibre 4.5%,  
Inorganic matter 7.5%,  
Calcium (Ca) 0.9%,  
Phosphorus (P) 0.7%,  
Magnesium (Mg) 0.1%

**Energy:** ME(kJoule/kg) 3.564KJ

#### Vitamins:

Vitamin A 15.000iu,  
Vitamin D3 1.500iu,  
Vitamin E, alfa-tocopherol 200mg.

#### Trace elements:

Manganese - (II) - monohydrate 10mg, Zinc sulphate, monohydrate 140mg, Copper - (II) - sulphate, pentahydrate 10mg, Iron - (II) - sulphate monohydrate 100mg, Selenium (sodium selenite 0.2mg, Iodine (calcium iodate) 1.0mg

**Technical additives:** Natural Antioxidants, Preservative (citric acid)



## RABBIT IS ALL WHITE-MEAT:

RABBIT MEAT IS LOWER IN CHOLESTEROL THAN MOST OTHER PROTEIN SOURCES, CONTAINING MINIMUM AMOUNTS OF SATURATED FATS. THE HEALTHY FATS IN RABBIT MEAT WILL KEEP YOUR DOG'S JOINTS LUBRICATED AND COAT SHINY.



# PRINCE PREMIUM GRAIN FREE ADULT

26  
Protein

17  
Fat



Ideal for healthy small to medium adult dogs of all ages but also designed to help improve condition of dogs suffering with poor health or allergy problems.

### SMALL ADULT: SMALL/MEDIUM ADULT DOG

#### Ingredients:

Dehydrated chicken (22.5%), Peas, Potatoes, Fish (dehydrated salmon/salmon oil), Animal fat (chicken) (8.8%), Flax seed, Beet pulp, Dried chicory (a natural source of FOS and inulin), Vitamins and minerals, Whole dried eggs, Brewery yeast, Dried carrots, Salt, Dried cranberries, Plant extracts, Dried tomatoes, Dried spinach, Dried kelp

#### Analysis:

Crude protein 26.0%,  
Crude oils & fats 17.0%,  
Omega 3 fatty acid 1.3%,  
Omega 6 fatty acid 3.1%,  
Crude fibre 4.5%,  
norganic matter 7.5%,  
Calcium (Ca) 1.2%,  
Phosphorus (P) 0.8%,  
Magnesium (Mg) 0.1%

Energy: ME(kJoule/kg) 3.614KJ

#### Vitamins:

Vitamin A 15,000iu,  
Vitamin D3 1,500iu,  
Vitamin E, alfa-tocopherol 200mg,

#### Trace elements:

Manganese - (II) – monohydrate 10mg, Zinc sulphate, monohydrate 140mg, Copper - (II) - sulphate, pentahydrate 10mg, Iron - (II) - sulphate monohydrate 100mg, Selenium (sodium selenite 0.2mg, Iodine (calcium iodate) 1.0mg

Technical additives: Natural Antioxidants, Preservative (citric acid)



The Range was inspired by the Maltese Local Nature.

A preium quality with a mix of meat and vegetables to suit the needs of all dogs.



© Gilbert Vancell Photography



## PRINCE PREMIUM GRAIN FREE PUPPY

**32**  
Protein

**20**  
Fat



From the age of 6 weeks. Specially formulated by nutritional experts, adjusting protein levels and kibble to accommodate individual sizes - complete with all the important nutritional elements to take puppy through to adult feeding

### PUPPY: SMALL/MEDIUM PUPPY DOG



#### Ingredients:

Dehydrated chicken (36.5%), Peas, Potatoes, Animal fat (chicken) (9.5%), Beet pulp, Flax seed, Fish (dehydrated salmon/salmon oil), Dried chicory (a natural source of FOS and inulin), Vitamins and minerals, Whole dried eggs, Dried Antarctic krill, Dried carrots, Dried apple, Salt, Dried tomatoes, Dried spinach, Dried kelp, Dried cranberries

#### Analysis:

Crude protein 32.0%,  
Crude oils & fats 20%,  
Omega 3 fatty acid 1.4%,  
Omega 6 fatty acid 3.5%,  
Crude fibre 4.5%,  
Inorganic matter 7.5%,  
Calcium (Ca) 1.5%,  
Phosphorus (P) 1.0%,  
Magnesium (Mg) 0.1%

**Energy:** ME(kJoule/kg) 3.764KJ

#### Vitamins:

Vitamin A 15,000iu,  
Vitamin D3 1,500iu,  
Vitamin E, alfa-tocopherol 100mg,

#### Trace elements:

Manganese - (II) - monohydrate 10mg, Zinc sulphate, monohydrate 140mg, Copper - (II) - sulphate, pentahydrate 10mg, Iron - (II) - sulphate monohydrate 100mg, Selenium (sodium selenite 0.2mg, Iodine (calcium iodate) 1.0mg

**Technical additives:** Natural Antioxidants, Preservative (citric acid)



## PRINCE PREMIUM GRAIN FREE PUPPY

**25**  
Protein

**15**  
Fat



From the age of 6 weeks. Specially formulated by nutritional experts, adjusting protein levels and kibble to accommodate individual sizes - complete with all the important nutritional elements to take puppy through to adult feeding

### PUPPY: MEDIUM/LARGE ADULT DOG



#### Ingredients:

Fish (dehydrated white fish/ dehydrated salmon/ salmon oil), Peas, Potatoes, Dehydrated chicken (9%), Animal fat (chicken) (8.2%), Beet pulp, Flax seed, Dried chicory (a natural source of FOS and inulin), Vitamins and minerals, Whole dried eggs, Brewery yeast, Dried Antarctic krill, Dried carrots, Dried apple, Salt, Dried cranberries, Dried tomatoes, Dried spinach, Dried kelp

#### Analysis:

Crude protein 25.0%,  
Crude oils & fats 15%,  
Omega 3 fatty acid 1.1%,  
Omega 6 fatty acid 3.0%,  
Crude fibre 4.5%,  
Inorganic matter 7.5%,  
Calcium (Ca) 0.9%,  
Phosphorus (P) 0.7%,  
Magnesium (Mg) 0.1%

**Energy:** ME(kJoule/kg) 3.479KJ

#### Vitamins:

Vitamin A 15,000iu,  
Vitamin D3 1,500iu,  
Vitamin E, alfa-tocopherol 100mg,

#### Trace elements:

Manganese - (II) - monohydrate 10mg, Zinc sulphate, monohydrate 140mg, Copper - (II) - sulphate, pentahydrate 10mg, Iron - (II) - sulphate monohydrate 100mg, Selenium (sodium selenite 0.2mg, Iodine (calcium iodate) 1.0mg

**Technical additives:** Natural Antioxidants, Preservative (citric acid)



### DID YOU KNOW?

Puppies can be twins!

A litter of puppies may look all look alike (especially if they're the same breed), but mostly they are not identical.

However, one scientist in South Africa tested DNA on a set of puppies and found out that two of them actually were twins! Double the cuteness!



## FEEDING GUIDE FOR PUPPIES

Puppy feeding rates will vary in accordance to size and breed.

Small breed puppy can be fed up to 9 months before changing to adult food.

Large breed puppy can be fed up to 12 - 16 months before changing to adult food.

Always make sure that there is plenty of clean drinking water available - your dog will drink more on dry food.



"In the past I have had problems with finding the right nourishment for my dog Cooper when coming to put on the right weight.

However, thanks to the Prince Ultra Premium range such as the Taste of Nature, Cooper has managed to gain the required weight and is looking better than ever."

- Jean-Luc Micallef



## THE MEATS ...

We take pride in sourcing the best ingredients for our pet foods and the opportunity to bring the highest nutritional values coming from fish and meats that give us an exotic range of choice.

**PRINCE PREMIUM WET FOODS** contain a variety of fresh meats that provide nutritional benefits to dogs of all ages, sizes and lifestyle and more than rabbit, pheasant, beef, chicken, turkey or lamb we include...

**Bison** – lean high protein meat, ideal for issues related weight control and food allergies.

**Buffalo** – palatable, lean high protein meat – concentration of iron and fatty acids.

**Calf** – a rich source of nutrients - proteins, iron, and zinc. Also a good source of folic acid for the generation of cells.

**Camel** – a mono protein that acts as a remedy to ease severe allergies that maybe triggered by other meat proteins.

**Goat** – a healthy red meat, low in calories, fat and cholesterol, containing a naturally higher HDL count (good cholesterol) and naturally low LDL count (bad cholesterol).

**Horse** – intense levels of iron, protein, vitamin B12 and omega 3 fatty acids.

**Kangaroo** – high protein energy meat, low in undesirable saturated fats. An important source of several B group vitamins: riboflavin, niacin, vitamin B6 and B12 and a good source of omega 3.

**Ostrich** – rich in iron and resistant to harmful bacteria – ideal for ph balance. Iron helps to transport oxygen from lungs to body cells, a key enzyme for energy production and metabolism.

**Salmon** – to strengthen arteries, nervous system and support coat condition due to its high presence of omega 3 fatty acids.

**Venison** – low in fat with a good source of B12 and B6 – iron helps to transport oxygen from lungs to body cells, a key enzyme for energy production and metabolism.

**Wild Boar** – provides strength and fulfilment of nutrients, healthy blood for healthier heart and longer life span.

**Reindeer** - Very taste flavour, but also healthy in nutrition: there are lots of health benefits in the ingredient.

**Trout** - Fairly low in calories and it is a good source of protein and healthy fat.



## PRINCE ULTRA PREMIUM TASTE OF NATURE (WET FOOD)

An ultra premium selection of foods formulated to suit all healthy dogs and those suffering from allergic related conditions. For diet rotation - fresh prime cuts of high quality exotic meats (gmo free) complete with natural immuno ingredients: vegetables, fruits and herbs to promote all round good health and fitness for dogs of any age.

Made in Germany

### GREEN TRIPE WITH SALMON OIL- 800g

#### Ingredients:

70% composed of Beef Heart, Beef Meat, Beef Liver, Beef Lung, Beef Tripe, 28.9% Broth, 1% Minerals, 0.1% Salmon Oil

#### Analysis per kg:

Protein 10.20% Fat 7.00%  
Crude ash 2.30% Crude fiber 0.30%  
Moisture 75.00%

#### Vitamins:

Vitamin C (E300) 40mg,  
Vitamin B1 13mg, Vitamin B2 6mg,  
Vitamin B6 3mg Vitamin B12 75mcg



### CHICKEN WITH MANGO & SWEET POTATO - 400/800g

#### Ingredients:

60% composed of Chicken Hearts, Chicken Meat, Chicken Stomach, Chicken Liver, Chicken Necks, Chicken Carcasses, 22% Broth, 5% Sweet Potato, 5% Carrots, 4% Mango, 2% Peas, 1% Minerals, 0.2% Salmon Oil, 0.1% Linseed Oil

#### Analysis per kg:

Protein 11.20%  
Fat 6.60%  
Crude ash 2.20% Crude fiber 0.40%  
Moisture 74.00%

#### Vitamins:

Vitamin C (E300) 40mg, Vitamin B1 13mg  
Vitamin B2 6mg, Vitamin B6 3mg  
Vitamin B12 75mcg



### BEEF WITH PAPAYA, CARROT & SPINACH - 400/800g

#### Ingredients:

60% composed of Beef Heart, Beef Meat, Beef Liver, Beef Lung, Beef Rumen, Beef Kidney, 24.8% Broth, 4% Carrots, 3% Sweet Potato, 3% Papaya, 2% Spinach, 2% Brown Rice, 1% Minerals, 0.1% Salmon Oil, 0.1% Linseed Oil

#### Analysis per kg:

Protein 10.50% Fat 6.90%  
Crude ash 1.90% Crude fiber 0.40%  
Moisture 75.00%

#### Vitamins:

Vitamin C (E300) 40mg,  
Vitamin B1 13mg, Vitamin B2 6 mg,  
Vitamin B6 33mg, Vitamin B12 75mcg



### HORSE & WILD BOAR WITH PAPRIKA AND CRANBERRY 400/800g

#### Ingredients:

42% composed of Wild Boar Meat, Wild Boar Lung, Wild Boar Liver, 20% Horse Meat, Horse Hear, Horse Liver, Horse Tongue, Horse Lung, 28.9% Broth, 3% Paprika, 2% Peas, 2% Cranberry, 1% Minerals, 0.1% Olive Oil.

#### Analysis per kg:

Protein 10.50% Fat 6.60% Crude ash 2.20%  
Crude fiber 0.30%  
Moisture 75%

#### Vitamins:

Vitamin C (E3000) 40mg, Vitamin B1 13 mg  
Vitamin B2 6 mg, Vitamin B6 3 mg, Vitamin B12 75mcg



### LAMB WITH ROSEMARY, APPLE AND CARROT- 400/800g

#### Ingredients:

64% composed of Lamb Hear, Lamb Meat, Lamb Liver, Lamb Lung, Lamb Rumen, 24.6% Broth, 4% Brown Rice, 3% Apple, 3% Carrot, 1% Minerals, 0.2% Rosemary, 0.1% Sunflower Oil, 0.1% Hempseed Oil.

#### Analysis per kg:

Protein 10.80% Fat 6.30% Crude ash 1.90%  
Crude fiber 0.30%  
Moisture 75.00%

#### Vitamins:

Vitamin C (E300) 40mg, Vitamin B1 13mg  
Vitamin B2 6mg, Vitamin B6 3mg  
Vitamin B12 75 mcg



### CHICKEN & DUCK WITH MANDARINS, CARROTS, DANDELION AND FLAXSEED - 400/800g

#### Ingredients:

50% composed of Chicken Hearts, Chicken Meat, Chicken Stomach, Chicken Liver, Chicken Neck, Chicken Carcasses, 15% composed of Duck Hear, Duck Stomach, Duck Neck, Duck Crakasses, 25.4% Broth, 5% Carrots, 3% Mandarins, 1% Minerals, 0.5% Flaxseed Oil, 0.1 & Dandelion

#### Analysis per kg:

Protein 10.80% Fat 6.50% Crude ash 2.00%  
Crude fiber 0.30%  
Moisture 75.00%

#### Vitamins:

Vitamin C (E300) 40mg, Vitamin B1 13mg  
Vitamin B2 6mg, Vitamin B6 3mg  
Vitamin B12 75mcg



### RABBIT & PHEASANT WITH PUMPKIN & APRICOT- 400/800g

#### Ingredients:

55% composed of Rabbit Paste, 10.5% composed of Pheasant Paste, 26.2% Broth, 3% Pumpkin, 2% Sweetpotato, 2% Apricot, 1% Minerals, 0.2% Parsley, 0.1% Macadamia Oil

#### Analysis per kg:

Protein 11.00% Fat 6.60% Crude ash 2.00%  
Crude fiber 0.50%  
Moisture 76.00%

#### Vitamins:

Vitamin C (E300) 40mg, Vitamin B1 13mg  
Vitamin B2 6mg, Vitamin B6 3mg  
Vitamin B12 75mcg





## PRINCE ULTRA PREMIUM TASTE OF NATURE (WET FOOD)

### SALMON & CHICKEN WITH SWEETPOTATO AND COWBERRY- 400/800g

**Ingredients:**

55% composed of Chicken Hearts, Chicken Meat, Chicken Stomach, Chicken Liver, 10% Salmon, 28.9% Broth, 3% Cowberry, 2% Sweetpotato, 1% Minerals, 0.1 Linseed Oil

**Analysis per kg:**

Protein 10.60%,  
Fat 6.80%,  
Crude ash 2.30%,  
Crude fiber 0.30%,  
Moisture 75.00%

**Vitamins:**

Vitamin C (E300) 40mg, Vitamin B1 13mg  
Vitamin B2 6mg, Vitamin B6 3mg  
Vitamin B12 7mcg



Prince Taste of Nature  
BEEF WITH PAPAYA, CARROT & SPINACH

### TURKEY & TROUT WITH BROCCOLI, CORIANDER AND PINEAPPLE- 400/800g

**Ingredients:**

53% composed of Turkey Heart, Turkey Meat, Turkey Liver, Turkey Neck, 25.6% Broth, 10% Trout, 5% Broccoli, 3% Pineapple, 2% Cranberry, 1% Minerals, 0.1% Aloe Vera, 0.1% Grape Seed Po., 0.1% Coriander, 0.1% Green Lipped Mussel extract

**Analysis per kg:**

Protein 10.20%,  
Fat 5.50%,  
Crude ash 2.40%,  
Crude fiber 0.50%,  
Moisture 80.00%

**Vitamins:**

Vitamin B1 10mg, Vitamin B2 6mg  
Vitamin B6 2mg, Vitamin B12 7.5mcg



Prince Taste of Nature  
CHICKEN WITH MANGO & SWEET POTATO

### CALF & BEEF WITH PEAR AND PUMPKIN – 400g

**Ingredients:**

45% composed of Beef Heart, Beef Meat, Beef Liver, Beef Lung, Beef Rumen, Beef Kidney, 20% COMPOSED OF Calf Heart, Calf Lung, Calf Rumen, 28.9% Broth, 3% Pumpkin, 2% Pear, 1% Minerals, 0.1% Sunflower Oil

**Analysis per kg:**

Protein 10.20%,  
Crude ash 2.20%,  
Fat 6.50%,  
Crude Fiber 0.30%,  
Moisture 75.00%

**Vitamins:**

Vitamin C (E300) 40mg, Vitamin B1 13 mg  
Vitamin B2 6 mg, Vitamin B6 3mg  
Vitamin B12 7.5mcg



**Daily recommended feeding:**

if mixing with dryfood - 40% wet to 60% dry

DOG	FEED	(daily)
400g per	10kg of body weight	
800g per	20kg of body weight	

### KANGAROO & CHICKEN WITH PEAR & SWEET POTATO – 400g

**Ingredients:**

55% composed of Chicken Hearts, Chicken Meat, Chicken Stomach, Chicken Liver, Chicken Neck, 28.9% Broth, 10% composed of Kangaroo Hearts, Kangaroo Meat, Kangaroo Liver, Kangaroo Lung, 2% Sweet Potato, 2% Pear, 1% Amaranth, 1% Minerals, 0.1% Linseed Oil

**Analysis per kg:**

Protein 10.50%,  
Fat 5.10%,  
Crude ash 2.20%,  
Crude fiber 0.40%,  
Moisture 80.00%

**Vitamins:**

Vitamin B1 10mg, Vitamin B2 6mg  
Vitamin B6 2mg, Vitamin B12 7.5mcg



### GOAT & TURKEY WITH COWBERRY & SWEET POTATO- 400g

**Ingredients:**

Meat and Meat-by-products (50% Turkey, 1.5 Goat), (VEGETABLE (3% Sweet Potato), Fruit (2% Cowberry), Minerals, Oil and Fat (0.1% Sunflower Oil) extract

**Analysis per kg:**

Protein 10.30%,  
Fat 6.80%,  
Crude ash 2.40%,  
Crude fiber 0.40%,  
Moisture 75.00%

**Vitamins:**

Vitamin C (E300) 40mg, Vitamin B1 13mg  
Vitamin B2 6mg, Vitamin B6 3mg  
Vitamin B12 7.5mcg







## PRINCE ULTRA PREMIUM TASTE OF NATURE (WET FOOD)

### SHEEP WITH SWEET POTATO, BROCCOLI, CARROTS AND SUNFLOWER OIL – 400g

**Ingredients:**

64% composed of Sheep Heart, Sheep Paste, Sheep Neck, Sheep Carcasses, 25.8% Broth, 4% Sweet Potato, 3% Carrots, 2% Broccoli, 1% Minerals, 0.2% Sunflower Oil

**Analysis per kg:**

Protein 10.20%  
Fat 6.220%  
Crude ash 2.40%  
Crude fiber 0.50%  
Moisture 75.00%

**Vitamins:**

Vitamin C (E300) 40mg, Vitamin B1 13mg  
Vitamin B2 6mg, Vitamin B6 3mg  
Vitamin B12 75mcg



### GAME & REINDEER WITH APPLEAS, GINKO, ZUCCHINI AND CARROTS - 400g

**Ingredients:**

50% COMPOSED OF Game Heart, Game Meat, Game Lung, Game Tripe, 28.8% Broth, 10% composed of Reindeer Heart, Reindeer Lung, Reindeer Tripe, 3% Apple, 3% Ginkgo, 2% Zucchini, 2% Carrots, 1% Minerals, 0.1% Salmon Oil

**Analysis per kg:**

Protein 10.10%  
Fat 6.30%  
Crude ash 2.60%  
Crude fiber 0.60%  
Moisture 78.00%

**Vitamins:**

Vitamin B1 10mg, Vitamin B2 6mg  
Vitamin B6 2mg, Vitamin B12 75mcg



### GAME & ZEBRA WITH MANIO, CARROTS & PEAS- 400g

**Ingredients:**

50% composed of Game Heart, Game Meat, Game Tripe, Game Lung, 28.9% Broth, 10% composed of Zebra Meat, 4% Manioc, 3% Carrots, 3% Peas, 1% Minerals, 0.1% Olive Oil.

**Analysis per kg:**

Protein 10.30%  
Fat 5.70%  
Crude ash 2.40%  
Crude fiber 0.60%  
Moisture 78.00%

**Vitamins:**

Vitamin B1 10mg, Vitamin B2 6mg,  
Vitamin B6 2mg, Vitamin B12 75mcg



### WILD BOAR WITH APPLES, MANGO, SWEET POTATO AND ROSEMARY EXTRACT – 400g

**Ingredients:**

65% composed of Wild Boar Meat, Wild Boar Lung, Wild Boar Liver, 23.9% Broth, 4% Sweet Potato, 3 Apple, 3% Mango, 1% Minerals, 0.1% Rosemary Extract

**Analysis per kg:**

Protein 10.60%  
Fat 6.60%  
Crude ash 2.00%  
Crude fiber 0.30%  
Moisture 75.00%

**Vitamins:**

Vitamin C (E300) 40mg, Vitamin B1 13mg  
Vitamin B2 6mg, Vitamin B6 3mg  
Vitamin B12 75mcg



### BEEF & REINDEER WITH SPINACH AND DANDELION- 400g

**Ingredients:**

60% composed of Beef Heart, Beef Meat, Beef Liver, Beef Lung, Beef Tripe, 27.4% Broth, 10% composed of Reindeer Hearts, Reindeer Lung, Reindeer Tripe, 1% Minerals, 1% Tomato, 0.2% Spinach, 0.1% Dandelion, 0.1% Lovage, 0.1% Rosemary, 0.1% Olive Oil

**Analysis per kg:**

Protein 10.70%  
Fat 6.90%  
Crude ash 2.40%  
Crude fiber 0.60%  
Moisture 76.00%

**Vitamins:**

Vitamin B1 10mg, Vitamin B2 6mg  
Vitamin B6 2mg, Vitamin B12 75mcg



### CHICKEN & SALMON WITH SHRIMP, COWBERRY AND SALMON OIL – 400g

**Ingredients:**

47% composed of Chicken Hearts, Chicken Meat, Chicken Stomach, Chicken Liver, Chicken Neck, Chicken Carcasses, 10% Salmon, 10% Shrimp, 26.8% Broth, 5% Cowberry, 1% Minerals, 0.2% Salmon Oil

**Analysis per kg:**

Protein 10.50%  
Fat 6.10%  
Crude ash 2.40%  
Crude fiber 0.50%  
Moisture 75.00%

**Vitamins:**

Vitamin C (E300) 40mg  
Vitamin B1 13mg  
Vitamin B2 6mg  
Vitamin B6 3mg  
Vitamin B12 75mcg





## PRINCE PREMIUM 150g POUCHES

Healthy recipes conveniently packaged in pouches. A complete adult food ideal for small dogs and for large dogs as a mix with dry food and/or treat. A selection of prime quality (gmo free) meats, with the inclusion of vegetables, fruits, vitamins and herbs that provide immunising ingredients for all-round good health; prepared to support dogs with allergy problems.

**Made in Germany**

### CHICKEN WITH MANGO AND SWEET POTATO - 150g

#### Ingredients:

64% Chicken meat, Chicken hearts, Chicken liver, Chicken lung, Chicken tripe, Chicken necks, 21.6% Water broth, 5% Sweet potatoes, 5% Carrots, 4% Mango, 0.2% Salmon oil, 0.1% Linseed oil, 0.1% Shell meat meal.

#### Analysis per kg:

Protein 11.2%,  
Fat 6.6%,  
Crude ash 2.2%,  
Crude fibre 0.4%,  
Moisture 75.0%

#### Vitamins:

Vitamin A 3.000iu,  
Vitamin D3iu,  
Vitamin E 30mg,  
Biotin 300mcg,  
Zinc as zinc sulfate,  
monohydrate 15mg,  
Manganese as manganese II sulfate,  
monohydrate 3mg,  
Iodine as calcium iodate 0.75mg,  
Selenium as sodium selenite 0.03mg



### CHICKEN WITH BAKED APPLES AND REISH EXTRACT - 150g

#### Ingredients:

64% Chicken meat, Chicken hearts, Chicken liver, Chicken lung, Chicken tripe, Chicken necks, 22.8% Water broth, 5% Apples, 3% Cranberries, 5% Carrot, 0.1% Linseed oil, 0.1% Reishi extract

#### Analysis per kg:

Protein 11.1%,  
Fat 6.4%,  
Crude ash 2.0%,  
Crude fibre 0.3%,  
Moisture 75.0%

#### Vitamins:

Vitamin A 3.000iu,  
Vitamin D200iu,  
Vitamin E 30mg,  
Biotin 300mcg,  
Zinc as zinc sulfate,  
monohydrate 15mg,  
Manganese as manganese II sulfate,  
monohydrate 3mg,  
Iodine as calcium iodate 0.75mg,  
Selenium as sodium selenite 0.03mg



### LAMB WITH ROSEMARY, APPLE AND CARROT - 150g

#### Ingredients:

64% Lamb meat, Lamb heart, Lamb liver, Lamb lung, Lamb tripe, 25.6% Water broth, 4% Brown rice, 3% Carrots, 3% Apple, 0.2% Rosemary, 0.1% Sunflower oil, 0.1% Hemp oil

#### Analysis per kg:

Protein 10.8%,  
Fat 6.3%,  
Crude ash 1.9%,  
Crude fibre 0.3%,  
Moisture 75.0%

#### Vitamins:

Vitamin A 3.000iu,  
Vitamin D3iu,  
Vitamin E 30mg,  
Biotin 300mcg,  
Zinc as zinc sulfate,  
monohydrate 15mg,  
Manganese as manganese II sulfate,  
monohydrate 3mg,  
Iodine as calcium iodate 0.75mg,  
Selenium as sodium selenite 0.03mg



### VENISON WITH BROCCOLI AND ZUCCHINI - 150g

#### Ingredients:

64% Venison meat, Venison heart, Venison liver, Venison lung, 22.8% Water broth, 4% Broccoli, 4% Zucchini, 0.2% Cumin, 0.1% Evening primrose oil, 0.1% Shell meat meal

#### Analysis per kg:

Protein 10.9%,  
Fat 6.8%,  
Crude ash 2.1%,  
Crude fibre 0.3%,  
Moisture 75.0%

#### Vitamins:

Vitamin A 3.000iu,  
Vitamin D200iu,  
Vitamin E 30mg,  
Biotin 300mcg,  
Zinc as zinc sulfate,  
monohydrate 15mg,  
Manganese as manganese II sulfate,  
monohydrate 3mg,  
Iodine as calcium iodate 0.75mg,  
Selenium as sodium selenite 0.03mg



### VENISON WITH OSTRICH AND COTTAGE CHEESE - 150g

#### Ingredients:

55% Venison meat, Venison heart, Venison liver, Venison lung, 22.8% Water broth, 10% Ostrich meat, Ostrich heart, 5% Sweet potato, 2% Pumpkin, 3% Cottage cheese, 0.1% Macadamia nut oil

#### Analysis per kg:

Protein 11.3%,  
Fat 5.8%,  
Crude ash 2.0%,  
Crude fibre 0.3%,  
Moisture 75.0%

#### Vitamins:

Vitamin A 3.000iu,  
Vitamin D200iu,  
Vitamin E 30mg,  
Biotin 300mcg,  
Zinc as zinc sulfate,



#### DOG FEED

4-7kg 1 pouch per day  
7-15kg 2 pouches per day



## PRINCE PREMIUM 375g POUCHES

### Beef and Pumpkin with Wild Herbs and Linseed Oil - 375g

#### Ingredients:

67% composed of Beef Hearts, Beef Meat, Beef Liver, Beef Lung, Beef Rumen, Beef Kidney, 27.7% Broth, 4% Pumpkin, 1% Minerals, 0.2% Linseed Oil, 0.1% Wild Herbs

#### Analysis per kg:

Protein 10,80%  
Fat 7,30%  
Crude ash 2,10%  
Crude fiber 0,40%  
Moisture 75,00%



### Game and Sweet Potato with Wild Herbs and Linseed Oil - 375g

#### Ingredients:

67% composed of Game Hearts, Game Meats, Game Liver, Game Triple, 27.7% Broth, 4% Sweet Potato, 1% Minerals, 0.2% Linseed Oil, 0.1% Wild Herbs

#### Analysis per kg:

Protein 10,50%  
Fat 6,80%  
Crude ash 2,20%  
Crude fiber 0,40%  
Moisture 75,00%



### Puppy Chicken and Duck with Potatos, Eggshell-Powder and Linseed Oil - 375g

#### Ingredients:

40% composed of Chicken Hearts, Chicken Meat, Chicken Liver, Chicken Stomach, Chicken Necks, 27% composed of Duck Hearts, Duck Neck, 26.7% Broth, 5% Potato, 1% Minerals, 0.2% Linseed Oil, 0.1% Eggshell-Powder

#### Analysis per kg:

Protein 10,20%  
Fat 5,20%  
Crude ash 2,50%  
Crude fiber 0,40%  
Moisture 80,00%



### Chicken and Sea Buckthorn with Cranberry and Linseed Oil - 375g

#### Ingredients:

67% composed of Chicken Hearts, Chicken Meat, Chicken Liver, Chicken Stomach, Chicken Neck, 26.8% Broth, 4% Cranberries, 1% Minerals, 1% Sea Buckthorn, 0.2% Linseed Oil

#### Analysis per kg:

Protein 10,20%  
Fat 5,20%  
Crude ash 2,50%  
Crude fiber 0,40%  
Moisture 80,00%



### Salmon & Trout with blackberries, Wild Herbs and Linseed Oil - 375g

#### Ingredients:

37% Salmon, 30% Trout, 27.7% Broth, 4% Blackberries, 1% Minerals, 0.2% Linseed Oil, 0.1% Wild Herbs

#### Analysis per kg:

Protein 10,00%  
Fat 7,00%  
Crude ash 3,00%  
Crude Fiber 0,40%  
Moisture 75,00%



### Turkey with Carrots, Wild Herbs and Linseed Oil - 375g

#### Ingredients:

67% composed of Turkey Hearts, Turkey Meat, Turkey Liver, Turkey Necks, 27.7% Broth, 4% Carrots, 1% Minerals, 0.2% Linseed Oil, 1.1% Wild Herbs

#### Analysis per kg:

Protein 10,40%  
Fat 5,50%  
Crude ash 2,50%  
Crude fiber 0,40%  
Moisture 80,00%



### DID YOU KNOW?

100% Natural diets do not have any artificial ingredients or colorants.

These forms of diets give an all-round boost to the dog's immune system and as no preservatives are used within the content of these products, the dog's health is being put first by eating "all natural."



A paleo diet typically includes lean meats, fish, fruits, vegetables, nuts and seeds — foods that in the past could be obtained by hunting and gathering.



# 100% NATURAL DIETS



## PRINCE PREMIUM CLASSIC 170g CANS

PRINCE PREMIUM quality reflects an improved all round condition. Adult dog food with 54% fresh natural meat packed full of the nutrients to optimise immune system, aid digestion and deal with daily stress and infection. The range offers a variety of palatable recipes to fulfil the need to be selective.

**Product of Thailand ISO 9001: 2008 certificate**

### DID YOU KNOW?

Stroking dogs and gazing into their eyes releases the "feel good" hormone oxytocin for both people and dogs.



### CHICKEN & TUNA WITH RICE AND SHRIMP CAVIAR - 170g

**Ingredients:**  
37% Tuna, 1.6% Chicken, 1% Shrimp caviar, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)



**Analysis per kg:** Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max

### CHICKEN & TUNA WITH RICE AND CRABSTICK - 170g

**Ingredients:**  
25.5% Tuna, 25.5% Chicken, 3.0% Crabstick, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)



**Analysis per kg:** Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max

### CHICKEN & TUNA WITH RICE AND SHRIMP - 170g

**Ingredients:**  
25.5% Tuna, 25.5% Chicken, 3.0% Shrimp, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)



**Analysis per kg:** Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max

### CHICKEN & TUNA WITH RICE GINSENG AND HONEY - 170g

**Ingredients:**  
25.5% Chicken, 25.5% Tuna, 3.0% Ginseng & Honey, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)



**Analysis per kg:** Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max

### PACIFIC TUNA WITH RICE AND VANNAMEI SHRIMP - 170g

**Ingredients:**  
51.0% Pacific tuna, 3.0% Shrimp, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)



**Analysis per kg:** Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max

### PACIFIC TUNA WITH RICE - 170g

**Ingredients:**  
54.0% Pacific tuna, 1.0% Rice, 4.5% Jelly solution (jelly, water, vitamin E)



**Analysis per kg:** Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max

### CHICKEN TUNA WITH RICE - 170g

**Ingredients:**  
27% Chicken, 27% Tuna, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)



**Analysis per kg:** Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max

TAILORED FOR THE WHOLE FAMILY



Shrimp Caviar Prince Premium 170g Classic





## PRINCE PREMIUM BARF DIET

Biologically appropriate raw food diets (BARF) can make dramatic changes to the nutritional needs of your pet, adding another variety of diet rotation to your feeding regime.

Prince® Premium BARF DIET is a complete food that is grain free and does not require mixing with any other foods from our range.

Living enzymes help the body to function — found in raw foods they are beneficial to help restore, repair and maintain health. The process of cooking depletes the food of living enzymes, and for some pets this might put added stress on the pancreas, which can be replenished by eating raw unprocessed foods. Our convenient sausages contain living enzymes along with phyto-chemicals, antioxidants and unprocessed amino acids. Some pets will depend upon these factors to ensure a long and healthy lifespan.

### BEEF MENU - 500g / 1kg

#### Ingredients:

Bovine muscle meat 36%, Beef heart 15%, Calf sternum 15%, Green tripe 10%, Apples 8%, Carrots 8%, Beef liver 3%, Zucchini 2%, Leaf salad 2%, Linseed oil 1%

#### Analysis:

Crude protein 12.6%, Crude fats 8.2%, Crude ash 2.26%, Crude fibre 0.7%, Moisture 74.76%



### TURKEY MENU - 500g / 1kg

#### Ingredients:

Turkey legs 54%, Turkey bones 15%, Apples 8%, Carrots 8%, Turkey liver heart 5%, Turkey liver 5%, Zucchini or Pumpkin (Seasonal) 2%, Leaf salad 2%, Linseed oil 1%

#### Analysis:

Crude protein 14.4%, Crude fats 9.3%, Crude ash 49%, Crude fibre 0.4%, Moisture 68.76%



### DUCK MENU - 500g / 1kg

#### Ingredients:

Duck muscle meat 44%, Duck heart 20%, Bone cartilage 15%, Apples 8%, Carrots 8%, Zucchini or Pumpkin (Seasonal) 2%, Leaf salad 2%, Linseed oil 1%

#### Analysis:

Crude protein 12%, Crude fats 1.6%, Crude ash 1.67%, Crude fibre 5.4%, Moisture 53.18%



### LAMB MENU - 500g / 1kg

#### Ingredients:

Lamb muscle meat 39%, Lamb sternum 15%, Lamb lung 10%, Lamb green tripe 10%, Apples 8%, Carrots 8%, Lamb fat 5%, Zucchini 2%, Leaf salad 2%, Linseed oil 1%

#### Analysis:

Crude protein 12.5%, Crude fats 9.3%, Crude ash 1.10%, Crude fibre 0.6%, Moisture 70.08



### CHICKEN & VEGETABLE MIX MENU - 500g

#### Ingredients:

Poultry carcasses 60%, Apples 15%, Carrots 15%, Zucchini 5%, Leaf salad 5%

#### Analysis:

Crude protein 9.9%, Crude fats 10%, Crude ash 22.04%, Crude fibre 0.1%, Moisture 69.72%



### BEEF & GREEN TRIPE MENU - 500g

#### Ingredients:

Bovine muscle meat 34%, Beef lung 33%, Beef green tripe 33%

#### Analysis:

Crude protein 18.6%, Crude fats 6.8%, Crude ash 1.0%, Crude fibre 0.6%, Moisture 72.02%



### GREEN TRIPE MENU - 500g

#### Ingredients:

Green tripe (Beef) 100%

#### Analysis:

Crude protein 13.6%, Crude fats 7.8%, Crude ash 0.89%, Crude fibre 1.4%, Moisture 77.37%



### SALMON MENU - 500g

#### Ingredients:

99.5% Salmon, 0.5% Linseed Oil

#### Analysis:

Crude protein 15.2%, Crude fats 23.2%, Crude ash 2.83%, Moisture 58.42%, Crude fibre 0.1%



### BEEF TARTAR- 250g

#### Ingredients:

100% Beef Tartar

#### Analysis:

Crude protein 12.6%, Crude fats 8.2%, Crude ash 2.26%, Crude fibre 0.7%, Moisture 74.76%



#### Recommended daily serving by vets:

active dog - 10% of body weight  
growing puppy - 10% of body weight  
less- active dogs - 5% of body weight  
lactating females - 10% of body weight





## PRINCE MAINTENANCE DRY FOOD

Rich in meat to maintain healthy intestines and Omega 6 for coat and skin condition.

### PRINCE® COMPLETE – ADULT 4kg / 20kg

**Ingredients:**  
Cereals, Meat meal, Wheat meal, Vegetable meal and fats, Minerals

**Analysis per kg:**  
Crude Protein 21%, Crude Fat 7%, Crude Ash 11%, Crude Cellulose 3.60%, Moisture 10%, Calcium 2.60%, Phosphorus 1.40%, Sodium 0.30%

**Nutritional Additives - added/kg:**  
Vitamin A 10.500ui, Vitamin D3 600ui, Vitamin E (Tocopherol) 60mg, Iron (Fe) 80mg, Copper (Cu) 6mg, Manganese (Mn) 5mg, Zinc (Zn) 70mg, Iodine (I) 1mg, Selenium (Se) 0.15mg, Antioxidants



### PRINCE® VITALITY – ADULT 20kg

**Ingredients:**  
Cereals, Meat meal, Wheat meal, Vegetable meal and fats, Minerals

**Analysis per kg:**  
Crude Protein 21%, Crude Fat 7%, Crude Ash 11%, Crude Cellulose 3.60%, Moisture 10%, Calcium 2.60%, Phosphorus 1.40%, Sodium 0.30%

**Nutritional Additives - added/kg:**  
Vitamin A 10.500ui, Vitamin D3 600ui, Vitamin E (Tocopherol) 60mg, Iron (Fe) 80mg, Copper (Cu) 6mg, Manganese (Mn) 5mg, Zinc (Zn) 70mg, Iodine (I) 1mg, Selenium (Se) 0.15mg, Antioxidants



### PRINCE® GUSTO MIX – ADULT 4kg / 20kg

**Ingredients:**  
Dehydrated Meat protein, cereals, plant by products, Vegetable meal and fats, Minerals

**Analysis per kg:**  
Crude Protein 22%, Crude Fat 8%, Crude Ash 11%, Crude Cellulose 3.60%, Moisture 10%, Calcium 2.60%, Phosphorus 1.40%, Sodium 0.30%

**Nutritional Additives - added/kg:**  
Vitamin A 10.500ui, Vitamin D3 600ui, Vitamin E (Tocopherol) 60mg, Iron (Fe) 80mg, Copper (Cu) 6mg, Manganese (Mn) 5mg, Zinc (Zn) 70mg, Iodine (I) 1mg, Selenium (Se) 0.15mg, Antioxidants



### PRINCE® BASIC – SMALL ADULT 4kg / 20kg

**Ingredients:**  
Cereals, Meat meal, Wheat meal, Vegetable meal and fats, Minerals

**Analysis per kg:**  
Crude Protein 21%, Crude Fat 7%, Crude Ash 11%, Crude Cellulose 3.60%, Moisture 10%, Calcium 2.60%, Phosphorus 1.40%, Sodium 0.30%

**Nutritional Additives - added/kg:**  
Vitamin A 10.500ui, Vitamin D3 600ui, Vitamin E (Tocopherol) 60mg, Iron (Fe) 80mg, Copper (Cu) 6mg, Manganese (Mn) 5mg, Zinc (Zn) 70mg, Iodine (I) 1mg, Selenium (Se) 0.15mg, Antioxidants



### PRINCE® JUNIOR – PUPPY 20kg KIBBLE 10mm

**Ingredients:**  
Meat meal, Cereals, Vegetable meal and fats, Poultry fat, Minerals

**Analysis per kg:**  
Crude Protein 30%, Crude Fat 15%, Crude Ash 10%, Crude Cellulose 2.20%, Moisture 10%

**Nutritional Additives - added/kg:**  
Vitamin A 21.000ui, Vitamin D3 1.200ui, Vitamin E (Tocopherol) 120mg, Iron (Fe) 150mg, Copper (Cu) 12mg, Manganese (Mn) 11mg, Zinc (Zn) 132mg, Iodine (I) 2.1mg, Selenium (Se) 0.3mg, Antioxidants, Preservatives



### PRINCE® GRASSLAND – ADULT (Lamb & Potatoes) 20kg

**Ingredients:**  
Cereals, Meat meal, Wheat meal, Vegetable meal and fats, Minerals

**Analysis per kg:**  
Crude Protein 21%, Crude Fat 7%, Crude Ash 11%, Crude Cellulose 3.60%, Moisture 10%, Calcium 2.60%, Phosphorus 1.40%, Sodium 0.30%

**Nutritional Additives - added/kg:**  
Vitamin A 10.500ui, Vitamin D3 600ui, Vitamin E (Tocopherol) 60mg, Iron (Fe) 80mg, Copper (Cu) 6mg, Manganese (Mn) 5mg, Zinc (Zn) 70mg, Iodine (I) 1mg, Selenium (Se) 0.15mg, Antioxidants



### PRINCE® OCEAN – ADULT (Tuna & Salmon) 20kg

**Ingredients:**  
Cereals, Meat meal, Wheat meal, Vegetable meal and fats, Minerals

**Analysis per kg:**  
Crude Protein 21%, Crude Fat 7%, Crude Ash 11%, Crude Cellulose 3.60%, Moisture 10%, Calcium 2.60%, Phosphorus 1.40%, Sodium 0.30%

**Nutritional Additives - added/kg:**  
Vitamin A 10.500ui, Vitamin D3 600ui, Vitamin E (Tocopherol) 60mg, Iron (Fe) 80mg, Copper (Cu) 6mg, Manganese (Mn) 5mg, Zinc (Zn) 70mg, Iodine (I) 1mg, Selenium (Se) 0.15mg, Antioxidants



BECAUSE WE CARE ... WE ARE PET LOVERS

#### Dog Feed

05-10kg	112g-190g
10-20kg	190g-320g
20-30kg	320g-430g
30-40kg	430g-535g
40-50kg	535g-630g
50-60kg	630g-725g

#### Feeding guidelines:

Feed dry. Always have fresh, clean water available. For adult dogs with regular physical activity; the following daily amounts are recommended depending on their corporal weight.

#### Storage:

Keep in a dry and well ventilated place, away from light and sunlight.





## PRINCE MAINTENANCE KITCHEN'S BEST (WET FOOD)

Complete dog food **70% Fresh Meat**  
**GMO Free**

### CHICKEN WITH VEGETABLES IN GRAVY – 415g

**Ingredients:**

Meat and animal derivatives (chicken 6%, of which 70% fresh meat), cereals, vegetables (carrots & peas 4.5%), eggs and egg derivatives, minerals

**Analysis per kg:**

Crude Protein 7%, Crude Fibre 0.4%,  
Crude Fat 4.8%, Crude Ash 3.3%,  
Moisture 81%

**Nutritional Additives - added/kg:**

Vitamin D3 150 U.I., Vitamin E (all rac-alpha-tocopheryl acetate) 10mg,  
E6/Zinc 10mg, E5/Manganese 2mg,  
E4/Copper 1.4mg



### BEEF WITH VEGETABLES IN GRAVY – 415g

**Ingredients:**

Meat and animal derivatives (beef 6%, of which 70% fresh meat), cereals, vegetables (carrots & peas 4.5%), eggs and egg derivatives, minerals

**Analysis per kg:**

Crude Protein 7%, Crude Fibre 0.4%,  
Crude Fat 4.8%, Crude Ash 3.3%,  
Moisture 81%

**Nutritional Additives - added/kg:**

Vitamin D3 150 U.I., Vitamin E (all rac-alpha-tocopheryl acetate) 10mg,  
E6/Zinc 10mg, E5/Manganese 2mg,  
E4/Copper 1.4mg



### RABBIT IN GRAVY – 415g

**Ingredients:**

Meat and animal derivatives (rabbit 6%, of which 70% fresh meat), cereals, eggs and egg derivatives, minerals

**Analysis per kg:**

Crude Protein 7%, Crude Fibre 0.4%,  
Crude Fat 4.8%, Crude Ash 3.3%,  
Moisture 81%

**Nutritional Additives - added/kg:**

Vitamin D3 150 U.I., Vitamin E (all rac-alpha-tocopheryl acetate) 10mg,  
E6/Zinc 10mg, E5/Manganese 2mg,  
E4/Copper 1.4mg



### WILD GAME IN GRAVY – 415g

**Ingredients:**

Meat and animal derivatives (game 6%, of which 70% fresh meat), cereals, eggs and egg derivatives, minerals

**Analysis per kg:**

Crude Protein 7%, Crude Fibre 0.4%,  
Crude Fat 4.8%, Crude Ash 3.3%,  
Moisture 81%

**Nutritional Additives - added/kg:**

Vitamin D3 150 U.I., Vitamin E (all rac-alpha-tocopheryl acetate) 10mg,  
E6/Zinc 10mg, E5/Manganese 2mg,  
E4/Copper 1.4mg



**Feeding guidelines:**

For adult dogs with regular physical activity the following daily amounts are recommended depending on their corporal weight.

DOG	FEED per day
3kg	1/2
4kg	2/3
5kg	3/4
6kg	1
19kg	1 1/2

### DID YOU KNOW?

Many Dogs enjoy fruits and vegetables as low calorie treats.

Your pet's diet should be nutritionally balanced, low in fat and appropriate for your pet's life stage. Adding fruits and vegetables to your pet's diet will help ensure that they're getting plenty of essential nutrients, such as vitamins and minerals, to help them stay strong and healthy and boost their immune system.



See page 56  
for more details



## PRINCE MAINTENANCE LIFESTYLE PLUS +

The Lifestyle PLUS + range is a superb tasty and nutritious diet that offers value within a range of wet foods that can be combined with dry food. It is a **2-colour Maintenance Wet Food** that is complete and infused with 2 flavours.

**GMO FREE**

**No artificial flavours, Colourants or Preservatives.**

PRINCE MAINTENANCE  
LIFESTYLE PLUS +  
CHICKEN & TURKEY



### Chunks in Gravy with Beef & Chicken - 405g

**Ingredients:**

Meat and animal derivatives (27% of which 12% fresh meat, beef 4%, chicken 4%), cereals, eggs and egg derivatives, minerals, various sugars

**Analysis per kg:**

Crude Protein 6.0%, Crude Fibres 0.5%,  
Crude Oils and Fats 4.5%,  
Crude Ash 2.6%, Moisture 81.0%

**Nutritional Additives/kg:**

Vitamin A (3a672a) 4,000 I.U., Vitamin D3 (3a671) 210 I.U., Vitamin E (3a700) 30 mg, Copper (3b405) 2.5 mg, Zinc (3b603) 20 mg, Iron (3b101) 17 mg



### Chunks in Gravy with Chicken & Turkey - 405g

**Ingredients:**

Meat and animal derivatives (27% of which 12% fresh meat, chicken 4%, turkey 4%), cereals, eggs and egg derivatives, minerals, various sugars

**Analysis per kg:**

Crude Protein 6.0%, Crude Fibres 0.5%,  
Crude Oils and Fats 4.5%,  
Crude Ash 2.6%, Moisture 81.0%

**Nutritional Additives/kg:**

Vitamin A (3a672a) 4,000 I.U., Vitamin D3 (3a671) 210 I.U., Vitamin E (3a700) 30 mg, Copper (3b405) 2.5 mg, Zinc (3b603) 20 mg, Iron (3b101) 17 mg



### Chunks in Gravy with Chicken & Duck - 405g

**Ingredients:**

Meat and animal derivatives (27% of which 12% fresh meat, chicken 4%, duck 4%), cereals, eggs and egg derivatives, minerals, various sugars

**Analysis per kg:**

Crude Protein 6.0%, Crude Fibres 0.5%,  
Crude Oils and Fats 4.5%, Crude Ash 2.6%, Moisture 81.0%

**Nutritional Additives/kg:**

Vitamin A (3a672a) 4,000 I.U., Vitamin D3 (3a671) 210 I.U., Vitamin E (3a700) 30 mg, Copper (3b405) 2.5 mg, Zinc (3b603) 20 mg, Iron (3b101) 17 mg



**Recommended daily serving:**

To be served at room temperature. Keep in refrigerator after opening. Feed 405g per 20-25kg per day.

### Chunks in Gravy with Beef, Veal & Vegetables - 405g

**Ingredients:**

meat and animal derivatives (27% of which 12% fresh meat, beef 4%, veal 4%), cereals, vegetables (4%, from dehydrated vegetables), eggs and egg derivatives, minerals, various sugars

**Analysis per kg:**

Crude Protein 6.0%, Crude Fibres 0.5%,  
Crude Oils and Fats 4.5%,  
Crude Ash 2.6%, Moisture 81.0%

**Nutritional Additives/kg:**

Vitamin A (3a672a) 4,000 I.U., Vitamin D3 (3a671) 210 I.U., Vitamin E (3a700) 30 mg, Copper (3b405) 2.5 mg, Zinc (3b603) 20 mg, Iron (3b101) 17 mg



### Chunks in Gravy with Chicken, Turkey & Vegetables - 405g

**Ingredients:**

meat and animal derivatives (27% of which 12% fresh meat, chicken 4%, turkey 4%), cereals, vegetables (4%, from dehydrated vegetables), eggs and egg derivatives, minerals, various sugars

**Analysis per kg:**

Crude Protein 6.0%, Crude Fibres 0.5%,  
Crude Oils and Fats 4.5%,  
Crude Ash 2.6%, Moisture 81.0%

**Nutritional Additives/kg:**

Vitamin A (3a672a) 4,000 I.U., Vitamin D3 (3a671) 210 I.U., Vitamin E (3a700) 30 mg, Copper (3b405) 2.5 mg, Zinc (3b603) 20 mg, Iron (3b101) 17 mg



## EDUCATION IS KEY:

### HEALTHY DIGESTION

Getting to the 'bottom' of poor digestion means understanding the absorption of nutrients from the food that we and our pets consume. The process begins in the mouth with 'protease', the enzyme generated in the saliva by chewing\*. This deals mainly with the breakdown of carbohydrates in preparation for the food's arrival in the stomach where other enzymes start to work.

Well-chewed food lightens the load on the stomach ready for the next digestive process to take over. At this point the pancreas, as the main player in the digestive game, releases 'amylase', the enzyme that continues to breakdown carbohydrates into complex sugars, and 'lipase' that deals with fats to produce the 'proteases' for digestive compounds to distribute protein into absorbable usable molecules.

Normal gut flora produces 'cellulase' and 'proteases' but its main job is to deal with the distribution of digestible fibre.

The Fact is... because we care  
Nutritious food and regular meal times helps towards a healthy digestive system. When the gut is inhibited or devoid of the relevant enzymes any change may cause problems.





# PRINCE MAINTENANCE LIFESTYLE

A superb tasty and nutritious diet that offers value within a range of wet foods that can be combined with dry food.

**GMO Free**

## CHUNKS WITH BEEF - 415g / 1230g

### Ingredients:

Meat and meat-by-products (of which beef 6%), cereals, minerals

### Analysis per kg:

Crude proteins 8.0%,  
Crude oils and fats 6.0%,  
Crude fibre 0.4%, Crude ash 3.0%,  
Moisture 80%

### Nutritional Additives - added/kg:

Vitamin A 1,200i.u., Vitamin D3 70i.u.,  
Vitamin E 3.5 10mg



## CHUNKS WITH CHICKEN & TURKEY - 415g / 1230g

### Ingredients:

Meat and meat-by-products (chicken 12%, turkey 10%), cereals, minerals

### Analysis per kg:

Crude proteins 8.0%,  
Crude oils and fats 6.0%,  
Crude fibre 0.4%, Crude ash 3.0%,  
Moisture 80%

### Nutritional Additives - added/kg:

Vitamin A 1,200i.u., Vitamin D3 70i.u.,  
Vitamin E 3.5 10mg



## CHUNKS WITH TRIPE AND LAMB - 415g / 1230g

### Ingredients:

Meat and meat-by-products (of which tripe 6%, lamb 6%), cereals, minerals

### Analysis per kg:

Crude proteins 8.0%,  
Crude oils and fats 6.0%,  
Crude fibre 0.4%, Crude ash 3.0%,  
Moisture 80%

### Nutritional Additives - added/kg:

Vitamin A 1,200i.u., Vitamin D3 70i.u.,  
Vitamin E 3.5 10mg



### Recommended daily serving:

To be served at room temperature. Keep in refrigerator after opening. Feed 415g per 20-25kg per day. 1230g ideal for multi dog owners e.g 3 meals one can.

## CHUNKS WITH FISH - 415g / 1230g

### Ingredients:

Meat and meat-by-products, fish and fish by products (of which tuna 6%), cereals, minerals

### Analysis per kg:

Crude proteins 8.0%,  
Crude oils and fats 6.0%,  
Crude fibre 0.4%, Crude ash 3.0%,  
Moisture 80%

### Nutritional Additives - added/kg:

Vitamin A 1,200i.u., Vitamin D3 70i.u.,  
Vitamin E 3.5 10mg



## CHUNKS WITH WILD GAME - 415g / 1230g

### Ingredients:

Meat and meat-by-products (5% game), cereals, eggs and eggs derivatives, minerals

### Analysis per kg:

Crude proteins 8.0%,  
Crude oils and fats 6.0%,  
Crude fibre 0.4%, Crude ash 3.0%,  
Moisture 80%

### Nutritional Additives - added/kg:

Vitamin A 1,200i.u., Vitamin D3 70i.u.,  
Vitamin E 3.5 10mg



## CHUNKS WITH POULTRY - 415g / 1230g

### Ingredients:

Meat and meat-by-products (5% chicken, 5% turkey, 5% duck), cereals, eggs and eggs derivatives, minerals

### Analysis per kg:

Crude proteins 8.0%,  
Crude oils and fats 6.0%,  
Crude fibre 0.4%, Crude ash 3.0%,  
Moisture 80%

### Nutritional Additives - added/kg:

Vitamin A 1,200i.u., Vitamin D3 70i.u.,  
Vitamin E 3.5 10mg



## CHUNKS WITH RABBIT - 415g / 1230g

### Ingredients:

Meat and meat-by-products (5% rabbit, 5% duck), cereals, eggs and eggs derivatives, minerals

### Analysis per kg:

Crude proteins 8.0%, Crude oils and fats 6.0%,  
Crude fibre 0.4%, Crude ash 3.0%, Moisture 80%

### Nutritional Additives - added/kg:

Vitamin A 1,200i.u., Vitamin D3 70i.u.,  
Vitamin E 3.5 10mg



## CHUNKS WITH VEAL - 415g / 1230g

### Ingredients:

Meat and meat-by-products (5% veal), cereals, eggs and eggs derivatives, minerals

### Analysis per kg:

Crude proteins 8.0%, Crude oils and fats 6.0%,  
Crude fibre 0.4%, Crude ash 3.0%, Moisture 80%

### Nutritional Additives - added/kg:

Vitamin A 1,200i.u., Vitamin D3 70i.u.,  
Vitamin E 3.5 10mg



"Hounds follow those who feed them"

Ottovon Bismarck  
(1st Chancellor of Germany)



## PRINCE MAINTENANCE LIFESTYLE PLUS + PATE' (Topping)

A Scrumptious new line to the Prince brand. Lifestyle + Pate' with sauce topping.  
Complete food formulated for small adult



**Pate' with Chicken & Turkey sauce topping with Vegetables & Rice - 150g**

**Ingredients:** Meat and animal derivatives (4% chicken, 4% turkey), vegetables (4% peas & paprika), cereals (1% rice, equivalent to 4% cooked rice), minerals.  
**Analytical Constituents:** Crude Protein 7.5%, Crude Fat 4.0%, Crude Fibre 0.4%, Crude Ash 2.5%, Moisture 83%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.



**Pate' with Lamb & Chicken sauce topping with Carrots & Pasta - 150g**

**Ingredients:** Meat and animal derivatives (4% lamb, 4% chicken), vegetables (4% carrots), bakery products (1.5% pasta, equivalent to 4% cooked pasta), minerals, various sugars.  
**Analytical Constituents:** Crude Protein 7.5%, Crude Fat 4.0%, Crude Fibre 0.4%, Crude Ash 2.5%, Moisture 83%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.



**Pate' with Beef, Turkey & Chicken, sauce topping with Carrots & Pasta - 150g**

**Ingredients:** Meat and animal derivatives (4% beef, 4% turkey, 4% chicken), vegetables (4% carrots), bakery products (1.5% pasta, equivalent to 4% cooked pasta), minerals.  
**Analytical Constituents:** Crude Protein 7.5%, Crude Fat 4.0%, Crude Fibre 0.4%, Crude Ash 2.5%, Moisture 83%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.



**Pate' with Beef & Chicken sauce topping with Egg, Bacon & Tomato - 150g**

**Ingredients:** Meat and animal derivatives (4% beef, 4% chicken, 4% bacon), egg and egg derivatives (4% egg), minerals, vegetables (0.2% dried tomato, equivalent to 4% tomato), various sugars.  
**Analytical Constituents:** Crude Protein 7.5%, Crude Fat 4.0%, Crude Fibre 0.4%, Crude Ash 2.5%, Moisture 83%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.



**Pate' with Beef & Chicken sauce topping with Vegetables - 150g**

**Ingredients:** Meat and animal derivatives (4% beef, 4% chicken), vegetables (4% carrots & peas), minerals, various sugars.  
**Analytical Constituents:** Crude Protein 7.5%, Crude Fat 4.0%, Crude Fibre 0.4%, Crude Ash 2.5%, Moisture 83%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.

### SMALL BREEDS

Small and toy breed dogs tend to have higher metabolic rates than their larger cousins. This means that they tend to benefit from higher energy foods. Many dog food manufacturers produce specific small breed diets but where they are not available, puppy foods usually provide a good alternative.

## PRINCE MAINTENANCE LIFESTYLE LARGE BREED

Prince Pate' Foils Complete food formulated for large adult



**Pate' with Chicken - 300g**

**Ingredients:** Meat and meat-by-products (chicken 8%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.



**Pate' with Duck - 300g**

**Ingredients:** Meat and meat-by-products (duck 8%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.



**Pate' with Turkey - 300g**

**Ingredients:** Meat and meat-by-products (turkey 6%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.



**Pate' with Wild Game - 300g**

**Ingredients:** Meat and meat-by-products (wild game 5%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.



**Pate' with Salmon - 300g**

**Ingredients:** Meat and meat-by-products (salmon 5%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.



**Pate' with Lamb - 300g**

**Ingredients:** Meat and meat-by-products (lamb 6%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.



**Pate' with Beef - 300g**

**Ingredients:** Meat and meat-by-products (beef 6%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.



**Pate' with Veal - 300g**

**Ingredients:** Meat and meat-by-products (veal 5%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a980) 90 ug.

## PRINCE MAINTENANCE LIFESTYLE PATE' Small Breed



**Faté with Duck - 150g**

**Ingredients:** Meat and meat-by-products (duck 5%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a880) 90 ug.



**Faté with Salmon - 150g**

**Ingredients:** Meat and meat-by-products (salmon 5%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a880) 90 ug.



**Faté with Wild Game - 150g**

**Ingredients:** Meat and meat-by-products (wild game 5%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a880) 90 ug.



**Faté with Rabbit - 150g**

**Ingredients:** Meat and meat-by-products (rabbit 8%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a880) 90 ug.



**Faté with Veal - 150g**

**Ingredients:** Meat and meat-by-products (veal 5%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a880) 90 ug.

## PRINCE MAINTENANCE LIFESTYLE PATE' Puppy



**Faté with Lamb - 150g**

**Ingredients:** Meat and meat-by-products (lamb 6%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a880) 90 ug.



**Faté with Beef - 150g**

**Ingredients:** Meat and meat-by-products (beef 6%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a880) 90 ug.



**Faté with Chicken - 150g**

**Ingredients:** Meat and meat-by-products (chicken 8%), minerals, vitamins.  
**Analytical Constituents:** Crude proteins 9%, Crude oil and fats 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%.  
**Additives:** Nutritional Additives/kg: Vitamin D3 (3a671) 250 I.U., Vitamin E (3a700) 25 mg, Zinc (3b605) 12 mg, Manganese (3b503) 5 mg, Copper (3b405) 0.8 mg, Iodine (3b202) 0.25 mg, Biotin (3a880) 90 ug.



**Recommended daily serving:**  
 Serve at room temperature or warmed. Feed 300g per meal subject to size of dog/puppy – guide 300g per medium dog.



## PRINCE MAINTENANCE LIFESTYLE PATE'

### CHICKEN PATÉ - 400g

**Ingredients:**

Meat and meat-by-products (fresh chicken min 50%), minerals

**Analysis per kg:**

Crude protein 9%, Crude fat 7.5%, Crude ash 1%, Crude fibre 0.5%, Moisture 82%

**Vitamins:**

Vitamin A 2,500i.u., Vitamin D3 250mg, Vitamin E (alfa-tocoferol 91%), 10mg



### BEEF, LIVER & CHICKEN PATÉ - 400g

**Ingredients:**

Meat and meat-by-products (fresh chicken min 50%, beef min 5%, liver min 5%), minerals

**Analysis per kg:**

Crude protein 9%, Crude fat 7.5%, Crude ash 1%, Crude fibre 0.5%, Moisture 82%

**Vitamins:**

Vitamin A 2,500i.u., Vitamin D3 250mg, Vitamin E (alfa-tocoferol 91%), 10mg



### LAMB & CHICKEN PATÉ - 400g

**Ingredients:**

Meat and meat-by-products ( fresh chicken min 50%, lamb min 5%), minerals

**Analysis per kg:**

Crude protein 9%, Crude fat 7.5%, Crude ash 1%, Crude fibre 0.5%, Moisture 82%

**Vitamins:**

Vitamin A 2,500i.u., Vitamin D3 250mg, Vitamin E (alfa-tocoferol 91%), 10mg



### CHICKEN PUPPY Complete dog food 50% fresh meat PATÉ - 400g

**Ingredients:**

Meat and meat-by-products (fresh chicken min 60%), minerals

**Analysis per kg:**

Crude protein 9%, Crude fat 7.5%, Crude ash 1%, Crude fibre 0.5%, Moisture 82%

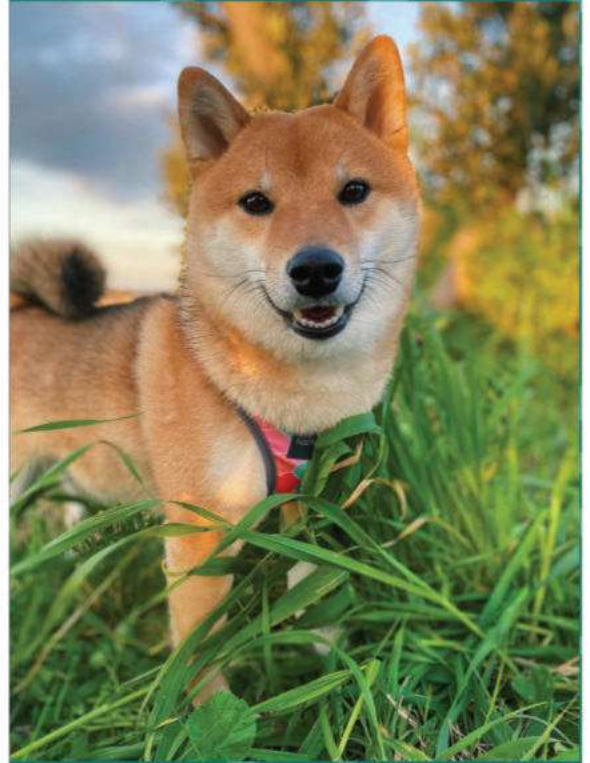
**Vitamins:**

Vitamin A 2,500i.u., Vitamin D3 250mg, Vitamin E (alfa-tocoferol 91%), 10mg



# MEET YUKI!

PRINCE AMBASSADOR



A ♀ Shiba Inu puppy from a small island called Malta.

Yuki loves the premium taste of nature range. Not only is it made out of 70% meat, but it has also helped her to improve her overall immune system. Yuki simply adores everything about this range and can't seem to get enough!



Follow Yuki on Instagram  
[yuki.theshibainu](https://www.instagram.com/yuki.theshibainu)





## PROTEINS FOR PETS

There is so much truth in the saying, "you are what you eat," but when we have the convenience of processed foods there is a question as to the nutritional benefits and values against honest and healthy ingredients and what is right for you – or your pet!

As a pet food manufacturer we are very proud of our products, taking care to provide good food with information. Anything is always better than nothing and pets will survive, but being aware of one very important factor - protein - holds the key to longterm good health.

### THE FACT IS ...

There are three sources of energy in a diet: protein, fat and carbohydrates (CHO). The CHO are the first to be transformed into energy, which in abundance encourages fat to be stored. Reducing the levels of CHO to meet energy demands will allow fat and protein to take over and control metabolism. Quality food has a high metabolic energy (ME) which defines the percentage of total energy retained in the body.

### WHAT DOES THIS MEAN FOR PETS?

Profiles published by the Association of Feed Control Officials and the committee on animal nutrition for the National Research Council states that dogs and cats have no nutritional need for carbohydrates when replaced with higher levels of protein.

Dogs and cats have not evolved to eat grain and/or digest it, nature tells us that, so why use it in their food? Protein and fat are the building blocks for the body; they are important for all vital functions such as maintenance and adjustments of tissue, production of hormones, energy and storage of amino acids.

### WHAT IS PROTEIN?

- Proteins are made up in chains of molecules all linked together, and dogs, for example, require 22 different types of amino acids – 12 are made naturally inside the dogs body, and 10 come from food such as:

Arginine – stimulates the immune system

- Histidine – releases histamine, which controls pain and helps blood flow

- Isoleucine and Leucine – regulate protein

turnover and energy metabolism • Lysine – promotes bone growth • Methionine – supports activities in the gallbladder, balances pH of the urinary tract • Phenylalanine – supports the condition of hair and skin • Threonine – produces adrenaline, aiding and assisting thyroid hormones • Valine – regulates protein turnover and energy metabolism • Taurine – supports visual function, brain, nerves and heart rate.

- High quality fish, poultry, rabbit, horse meat and wild boar are the best sources of amino acids that correspond with the needs of dogs and cats. Proteins of good quality are always of animal origin and are easily digestible.

- Plant proteins such as grains, starches and vegetables are classified as 'incomplete proteins', being devoid of the essential amino acids Arginine, Taurine, Methionine, Lysine and Tryptophan, but contribute to fibre.

### DIGESTIVE PROTEIN

Digestibility is crucial for the absorption of meat protein into the blood stream. Plant proteins are considerably less digestible than animal proteins for the short digestive tract of dogs and cats. High levels of cereals (sorghum) lead to a significant reduction in the digestibility of proteins of up to 23% (as per clinical studies). Corn for example, does not contain Glycine, Lysine, Tryptophan and the lack of these amino acids reduces the protein quality in the food.

### BIOLOGICAL VALUE OF PROTEIN

The biological value of a protein is a measure of the percentage that can actually be used by the body. The best proteins are a rich mix of digestive amino acids with a high biological level.

Classification of protein on biological value:  
Eggs (whole) 100%, Egg (white) 88%,  
Chicken/turkey 79%, Fish 70%, Whole rice 59%,  
Wheat 49%, Corn 36%.

### CONCLUSION

Be aware of 'super premium' or 'holistic' pet foods that contain more than 40% of grain. These will not provide enough protein for cats and dogs to get the very best nutrition from their food. It pays to read pet food labels.



**PRINCE and PRINCESS began by focusing on producing healthy diets with genuine ingredients to make sure all our furry pets would thrive on a healthy lifestyle.**



## PROUD of . . . PRINCESS for cats

**PRINCESS PREMIUM AND SUPER PREMIUM** 'grain free' dry and carefully prepared wet foods are designed to satisfy the different lifestyles of a fussy eater!

We do not compromise on ingredients; formulating our foods to the highest possible standards using only quality meats, fish, vegetables, fruits and a special selection of mixed herbs. This unique range of complete cat foods helps to fulfil the need for a natural diet.

Known to be very selective about what they eat, a cat will keep you guessing on its dietary needs. They are capable of regulating their required level of nutrients and will feed accordingly, but with our greater understanding and research

PRINCESS foods provides the variety and balance that meets their lifestyle – fulfilled enough to save precious areas of wildlife!



### PRINCESS ULTRA PREMIUM TASTE OF NATURE

**Complete Food  
GMO Free**

**TEN reasons to promote longevity and a healthy lifestyle.**

- Healthy joints • Healthy bones and muscles • High palatability • Healthy intestines • Highly digestible • Healthy skin and coat • Fortifies immune system • Anti ageing • Healthy liver • Controls stool odour



2KG

12KG



**SALMON WITH SWEET POTATO 12kg • 2kg • 500g (6mm kibble) LOW FAT Formula (31% Protein • 10% Fat)**

#### Ingredients:

Fresh salmon, dehydrated salmon, peas, sweet potato, dried potato flakes, potato protein, dehydrated animal protein, flax seed, brewer's yeast (a natural source of MOS), cellulose, beet pulp, animal fat, whole dried eggs, vitamins and minerals, dried Antarctic krill (a natural source of EPA and DHA), dried chicory (a natural source FOS and inulin), dried cranberries, plant extracts (Rosemarinus sp., Curcuma sp., Vitis sp., Syzygium sp., Yucca Schidigera)

#### Analysis per kg:

Crude Protein 31.0%, Crude oils & fat 10.0%, Crude ash 8.0%, Crude fibre 5.5%, Moisture 8.0%, Calcium (Ca) 1.2%, Phosphorus (P) 1.0%, Metabolic Energy: 3,528 kcal/kg

#### Vitamins:

Vitamin A 20,000 ui, Vitamin D3 1,750 ui, Vitamin E, alfa-tocopherol 300mg Amino acids: Taurine 1,500mg Trace elements: Iron (Fe) 70mg, Copper (Cu) 10mg, Zinc (Zn) 100mg, Manganese (Mn) 40mg, Iodine (I) 1.5mg, Selenium (Se) 0.2mg

**Recommended for: Sterilised overweight and indoor cat**

**TURKEY WITH SWEET POTATO FORMULA 12kg • 2kg • 500g (6mm kibble) (31% Protein • 15% Fat)**

**Recommended for: Adult cats**



#### Ingredients:

Fresh turkey, dehydrated turkey meal, peas, sweet, potatoes, dried potatoes, dehydrated animal protein, animal fat, flax seed, beet pulp, brewer's yeast (a natural source of MOS), potato protein, whole dried eggs, vitamins and minerals, dried chicory (a natural source of FOS and inulin), dried Antarctic krill (a natural source of EPA and DHA), plant extracts (Rosemarinus sp., Curcuma sp., Vitis sp., Syzygium sp., Yucca Schidigera)

#### Analysis per kg:

Crude Protein 31.0%, Crude oils & fat 15.0%, Crude ash 7.5%, Crude fibre 4.0%, Moisture 8.0%, Calcium (Ca) 1.4%, Phosphorus (P) 1.0%, Magnesium (Mg) 0.1%, Omega 6, fatty acid 2.1%, Omega 3, fatty acid 0.9%, **Metabolic Energy: 3,830 kcal/kg.**

#### Vitamins:

Vitamin A 20,000 ui, Vitamin D3 1,750 ui, Vitamin E, alfa-tocopherol 300mg Amino acids: Taurine 1,500mg Trace elements: Iron (Fe) 70mg, Copper (Cu) 10mg, Zinc (Zn) 100mg, Manganese (Mn) 40mg, Iodine (I) 1.5mg, Selenium (Se) 0.2mg



2KG

12KG

**DUCK WITH SWEET POTATO 12kg • 2kg • 500g (6mm kibble) HAIRBALL formula (31% Protein • 15% Fat)**

**Recommended for: Adult cats**



#### Ingredients:

Fresh duck, dehydrated duck, peas, sweet potato, animal fat, dehydrated animal protein, dried, potato flakes, flax seed, potato protein, brewer's yeast (a natural source of MOS), beet pulp, cellulose, vitamins and minerals, dried, chicory (a natural source of FOS and inulin), dried Antarctic krill (a natural source of EPA and DHA), dried cranberries, plant extracts (Rosemarinus sp., Curcuma sp., Vitis sp., Syzygium sp., Yucca Schidigera)

#### Analysis per kg:

Crude Protein 31.0%, Crude oils & fat 15.0%, Crude ash 7.5%, Crude fibre 4.0%, Moisture 8.0%, Calcium (Ca) 1.4%, Phosphorus (P) 1.0%, Magnesium (Mg) 0.1%, Omega 6, fatty acid 2.1%, Omega 3, fatty acid 0.9%, **Metabolic Energy: 3,830 kcal/kg.**

#### Vitamins:

Vitamin A 20,000 ui, Vitamin D3 1,750 ui, Vitamin E, alfa-tocopherol 300mg Amino acids: Taurine 1,500mg Trace elements: Iron (Fe) 70mg, Copper (Cu) 10mg, Zinc (Zn) 100mg, Manganese (Mn) 40mg, Iodine (I) 1.5mg, Selenium (Se) 0.2mg



2KG

12KG

#### Feeding guide: Adult cats 2 – 7kg per day

The quantities are only intended as a guide and should be adjusted to suit the cat's size, age and level of activity. Preferable feed at least twice a day. Fresh drinking water should be available at all time



## PRINCESS PREMIUM GRAIN FREE

PRINCESS PREMIUM 'grain free' dry cat food is a genuine pure caloric quality food concentrated in rich natural ingredients - fresh meat, fish, fruit and vegetables. Low in the carbohydrates that may cause health issues. It is formulated to ease digestion and combines the protein that is strong in energy with vegetables that are strong in dietary fibre and the added benefits of vitamins E, B and vitamin B complex (iron).



### GRAIN FREE: ADULT CAT (CHICKEN - FISH - VEGETABLES) 12kg • 2kg • 500g (6mm kibble)

#### Ingredients:

Dehydrated chicken (25.5%), Potatoes (24%), Peas (20%), Animal fat (chicken) (9.5%), Dehydrated salmon (4.5%), Dehydrated white fish (4.5%), Beet pulp, Flax seed, Fresh salmon oil (2%), Whole dried eggs, Dried Antarctic krill (a natural source of EPA en DHA), Dried chicory (a natural source of FOS and inulin) (0.5%), Vitamins and minerals, Lecithin, MOS (mannan – oligosaccharides)

#### Analysis per kg:

Crude protein 30.0% Crude oils and fats 20.0% Crude fibre 3.0% Inorganic matter 8.0% Calcium (Ca) 1.3% Phosphorus (P) 1.0% Omega 3, fatty acid 1.2% Omega 6, fatty acid 3.6% Energy: ME(kJoule/kg) 4.363KJ

#### Vitamins:

Vitamin A 20,000iu, Vitamin D3 1.750iu, Vitamin E, alfa-tocopherol 250mg

#### Trace elements:

Manganese - (II) – monohydrate 40.0mg Zinc sulphate, monohydrate 100mg Copper - (II) - sulphate, pentahydrate 10mg Iodine, calcium iodate 3b201 1.5mg Selenium sodium selenite 0.2mg, Iron - (II) - sulphate monohydrate 70.0mg

#### Technical additives:

Natural Antioxidants, Preservative (citric acid)



2KG



12KG



## PRINCESS PREMIUM GRAIN FREE



### GRAIN FREE: KITTEN (CHICKEN - FISH - VEGETABLES) 12kg • 2kg • 500g (3mm kibble)

#### Ingredients:

Dehydrated chicken (26.0%), Peas, Potatoes, Animal fat (chicken) (9.8%), Dehydrated salmon (4.5%), Dehydrated white fish (4.5%), Beet pulp, Flax seed, Fresh salmon oil, Whole dried eggs, Dried Antarctic krill (a natural source of EPA en DHA), Dried chicory (a natural source of FOS and inulin), Vitamins and minerals, Lecithin, MOS (mannan – oligosaccharides)

#### Analysis per kg:

Crude protein 32.0%, Crude oils and fats 20.0% Crude fibre 3.5%, Inorganic matter 8.0% Calcium (Ca) 1.4%, Phosphorus (P) 1.2% Omega 3, fatty acid 1.2%, Omega 6, fatty acid 3.6%

#### Energy: ME(kJoule/kg) 4.654KJ

#### Vitamins:

Vitamin A 20,000iu, Vitamin D3 1.750iu, Vitamin E, alfa-tocopherol 250mg



2KG

#### Trace elements:

Manganese - (II) – monohydrate 40.0mg Zinc sulphate, monohydrate 100mg Copper - (II) - sulphate, pentahydrate 10mg Iodine, calcium iodate 3b201 1.5mg Selenium sodium selenite 0.2mg, Iron - (II) - sulphate monohydrate 70.0mg

#### Technical additives:

Natural Antioxidants, Preservative (citric acid)



#### Daily recommended feeding:

- Advanced kibble helps to maintain healthy teeth and gums.
- Ideal for healthy cats but also designed to improve urinary cat conditions and those suffering with poor health or allergy problems.
- Cats may require help in changing from wet to dry food. By warming dry food to body temperature; palatability, texture and aroma may ease the transition.
- For up to one year, kittens can be fed small amounts of food from around 3-4 weeks, depending on the circumstances.

CAT per kg	FEED/g
0 – 1.5	12 – 21
1.5 – 2.5	21 – 31
2.5 – 4.5	31 – 52
4.5 – 6.5	52 – 73
6.5 – 9	73 – 98





**COMPLETE WET  
CAT FOOD COMING SOON ...**





## PRINCESS ULTRA PREMIUM TASTE OF NATURE SOUPS

**PRINCESS ULTRA PREMIUM** quality reflects an improved all round condition. Adult cat food with 88% fresh natural meat broth packed alongside an 8% noble meat that is full of vitamins and nutrients to optimise immune system. Help beat the heat with the Taste of Nature Soup Range that offers great palatability and fulfill the need to be selective.

### CHICKEN SOUP flavoured with carrot & spinach + biotin & L- Carnitine - • Light • HairBall • x6 40g

#### Ingredients:

Chicken Broth, Chicken Meat, Rice, Modified Tapioca Starch, Carrots, Spinach, FOS

#### Analysis per kg:

Protein 7.0% min  
Fat 0.5% min  
Fibre 1.0% max  
Ash 2.0% max  
Moisture 88.0% max



### TUNA SOUP flavoured with pumpkin & spinach + Omega 3 & 6 - • Fitness • Skin & Coat • x6 40g

#### Ingredients:

Tuna Broth, Tuna Meat, Rice, Modified Tapioca Starch, Pumpkin, Spinach, FOS

#### Analysis per kg:

Protein 7.0% min  
Fat 0.5% min  
Fibre 1.0% max  
Ash 2.0% max  
Moisture 88.0% max



				1 - 2kg	1 pcs
				2 - 3kg	1 - 2 pcs
	3 - 4kg	2 - 3 pcs	+4°C 48h		



## PRINCESS ULTRA PREMIUM TASTE OF NATURE FILLETS

### CHICKEN FILLET with Taurine

• Taurine helps improve eyesight & prevent tooth decay

#### Ingredients:

Chicken Fillet, Taurine, FOS, Evening Primrose Oil

#### Analysis per kg:

Protein 25.0% min  
Fat 1.0% min  
Fibre 3.0% max  
Ash 2.0% max  
Moisture 65.0% max



### CHICKEN FILLET with Biotin

• Biotin helps metabolise carbohydrates & proteins into energy

#### Ingredients:

Chicken Fillet, Biotin, FOS, Evening Primrose Oil

#### Analysis per kg:

Protein 25.0% min  
Fat 1.0% min  
Fibre 3.0% max  
Ash 2.0% max  
Moisture 65.0% max



### TUNA FILLET with Glucosamine

• Glucosamine improves condition of cats suffering from Arthritis

#### Ingredients:

Tuna Fillet, Glucosamine, FOS, Evening Primrose Oil

#### Analysis per kg:

Protein 23.0% min  
Fat 1.0% min  
Fibre 3.0% max  
Ash 2.0% max  
Moisture 72.0% max



### TUNA FILLET with OMEGA 3&6

• Omega 3&6 for shiny coat & reduction of dandruff

#### Ingredients:

Tuna Fillet, Omega 3&6, FOS, Evening Primrose Oil

#### Analysis per kg:

Protein 23.0% min  
Fat 1.0% min  
Fibre 3.0% max  
Ash 2.0% max  
Moisture 72.0% max



				1 - 2kg	1 - 2 pcs
				2 - 3kg	2 - 3 pcs
	3 - 4kg	3 - 5 pcs	+4°C 48h		





## PRINCESS ULTRA PREMIUM TASTE OF NATURE (soups)

**PRINCESS SUPER PREMIUM** quality reflects an improved all round condition. Adult cat food with 46% fresh natural meat packed alongside a 50% jelly solution that is full of vitamins and nutrients to optimise immune system. Help beat the heat with the Taste of Nature Soup Range that offers great palatability and fulfill the need to be selective.

**Product of Thailand ISO 9001: 2008 certificate**



### CHICKEN & TUNA with Brown Rice in Tomato Soup Jelly - 170g

**Ingredients:**

Chicken 23.0%, Tuna 23.0%, Brown rice 1.0%, Tomato 3.0%, Jelly solution 50.0%, Water, tomato soup, gelling agent, Vitamin E (3A700)

**Analysis per kg:**

Protein 12.0% min  
Fat 0.1% min  
Fibre 1.0% max  
Ash 2.0% max  
Moisture 85.0% max



### CHICKEN & TUNA with Apple & Brown Rice in Carrot Soup Jelly - 170g

**Ingredients:**

Chicken 23.0%, Tuna 23.0%, Brown Rice 1.0%, Carrot 3.0%, Apple 2.0%, Jelly Solution 48.0%, Water, tomato soup, gelling agent, Vitamin E (3a700)

**Analysis per kg:**

Protein 12.0% min  
Fat 0.1% min  
Fibre 1.0% max  
Ash 2.0% max  
Moisture 85.0% max



### CHICKEN & TUNA with Pineapple & Brown Rise in Pumpkin Soup Jelly - 170g

**Ingredients:**

Chicken 23.0%, Tuna 23.0%, Brown Rice 1.0%, Pumpkin 3.0%, Pineapple 2.0%, Jelly Solution 48.0%, Water, tomato soup, gelling agent, Vitamin E (3a700)

**Analysis per kg:**

Protein 12.0% min  
Fat 0.1% min  
Fibre 1.0% max  
Ash 2.0% max  
Moisture 85.0% max



### CHICKEN & TUNA with Mango & Brown Rice in Spinach Soup Jelly

**Ingredients:**

Chicken 23.0%, Tuna 23.0%, Brown Rice 1.0%, Spinach 3.0%, Mango 2.0%, Jelly Solution 48.0%, Water, tomato soup, gelling agent, Vitamin E (3a700)

**Analysis per kg:**

Protein 12.0% min  
Fat 0.1% min  
Fibre 1.0% max  
Ash 2.0% max  
Moisture 85.0% max



### TUNA & CHICKEN CARTILAGE with Brown Rice in Stew Gravy - 170g

**Ingredients:**

Chicken 23.0%, Tuna 23.0%, Brown Rice 1.0%, Carrot 3.0%, Apple 2.0%, Gravy Solution 50%, Water, chicken broth, modified tapioca starch, thickening agent, Vitamin E (3a700)

**Analysis per kg:**

Protein 9.0% min  
Fat 2.0% min  
Fibre 1.0% max  
Ash 2.0% max  
Moisture 82.0% max



### TUNA, CHICKEN LIVER & HEART with Brown Rice in Stew Gravy - 170g

**Ingredients:**

Tuna 24.0%, Chicken Liver 12.5%, Chicken Heart 12.5%, Brown rice 1.0%, Gravy solution 50.0%, Water, chicken broth, modified tapioca starch, thickening agent, Vitamin E (3a700)

**Analysis per kg:**

Protein 12.0% min  
Fat 2.0% min  
Fibre 1.0% max  
Ash 2.0% max  
Moisture 82.0% max



I Personally use **PRINCESS** products as all my cats go crazy for them. They would choose **PRINCESS** products over other substitutes with ease. This is probably because all dry & wet food is manufactured out of natural ingredients deriving from real fish, chicken, etc.. and not processed. This also results in a more glossy coat for the cat.

- **Natasha Camilleri**





## PRINCESS ULTRA PREMIUM TASTE OF NATURE (200g)

Unique recipes to **PRINCESS ULTRA PREMIUM RANGE** with an extensive selection of high protein quality meats which are supplemented with vegetables, fruits, herbs, plant extracts and vitamins. Palatable for kittens, adults and elderly cats; ideal for fussy eaters and as a mix for dry food.

No added artificial colours, flavours or preservatives - Made in Germany

### CHICKEN AND BLUEBERRY - 200g

#### Ingredients:

65.8% Fresh Chicken, 29% Chicken broth, 2% Blueberry, 1% Alfalfa, 1% Lovage, 1% Aloe Vera (Chunks), 0.1% Olive oil, 250mcg Biotin, 0.1% Psyllium

#### Analysis per kg:

Protein 11.2% min  
Fat 6.3% min  
Fibre 0.4% max  
Ash 2.3% max  
Moisture 79.0% max



### CHICKEN - 200g

#### Ingredients:

69% Pure chicken, 28.75% Chicken broth, 1% Aloe vera (Chunks), 1% Brown rice, 0.15% Taurine, 0.1% Primrose oil, 250mcg Biotin

#### Analysis per kg:

Protein 11% min  
Fat 6.5% min  
Fibre 0.4% max  
Ash 2.2% max  
Moisture 79.0% max



### GOOSE AND LAMB - 200g

#### Ingredients:

35% Goose, 34% Lamb, 29.95% Broth, 0.1% Spirulina, 0.1% Rosemary, 0.15% Chicory, 0.15% Taurine, 250mcg Biotin, 0.1% Linseed oil

#### Analysis per kg:

Protein 11.2% min  
Fat 6.0% min  
Fibre 0.4% max  
Ash 2.0% max  
Moisture 79.0% max



### SALMON - 200g

#### Ingredients:

69% Salmon, 29% Broth, 0.45% Parsley, 1% Brown rice, 0.1% Chicory, 0.1% Spirulina, 0.15% Taurine, 0.1% Yucca, 0.1% Sunflower oil

#### Analysis per kg:

Protein 10.5% min  
Fat 7.0% min  
Fibre 0.4% max  
Ash 2.3% max  
Moisture 79.0% max



### DUCK AND RABBIT - 200g

#### Ingredients:

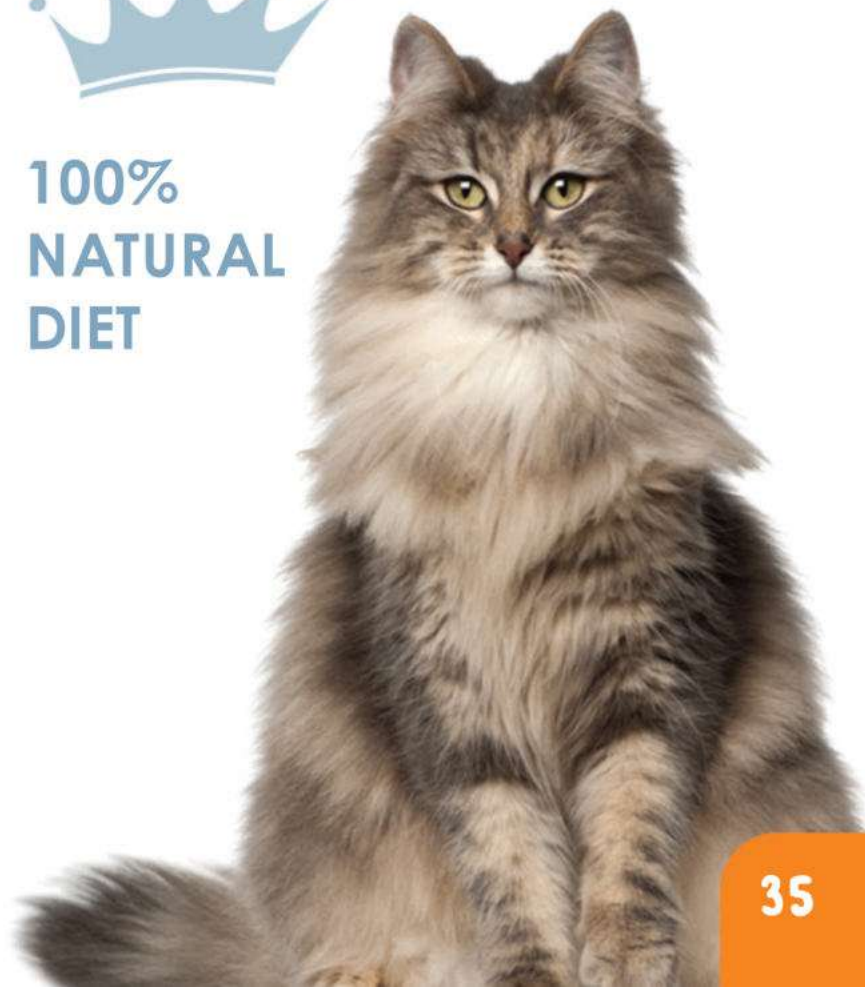
34.5% Duck, 34% Rabbit, 29.2% Broth, 1% Brown Rice, 1% Cranberry, 0.1% Taurine, 250mcg Biotin, 0.1% Fennel, 0.1% Eucalyptus powder

#### Analysis per kg:

Protein 10.9% min  
Fat 6.8% min  
Fibre 0.4% max  
Ash 2.3% max  
Moisture 79.0% max



100%  
NATURAL  
DIET



#### CAI per kg FEED/g

2-3 70 max  
3-8 140-200



## PRINCESS PREMIUM CLASSIC

**PRINCESS PREMIUM** quality reflects an improved all round condition. Adult cat food with 54% fresh natural meat packed full of the nutrients to optimise immune system, aid digestion and deal with daily stress and infection. The range offers a variety of palatable recipes to fulfill the need to be selective.

**Product of Thailand ISO 9001: 2008 certificate**

### CHICKEN & TUNA WITH RICE AND SHRIMP CAVIAR - 170g

**Ingredients:**  
7% Tuna, 16% Chicken, 1% Shrimp caviar, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min,  
Fat 0.5% min,  
Fibre 1.0% max,  
Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH RICE AND BABY CLAM - 170g

**Ingredients:**  
25.5% Tuna, 25.5% Chicken, 3.0% Whitebait, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min,  
Fat 0.5% min,  
Fibre 1.0% max,  
Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH RICE AND CRABSTICK - 170g

**Ingredients:**  
25.5% Tuna, 25.5% Chicken, 3.0% Crabstick, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min,  
Fat 0.5% min,  
Fibre 1.0% max,  
Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH RICE AND WHITEBAIT - 170g

**Ingredients:**  
25.5% Tuna, 25.5% Chicken, 3.0% Whitebait, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min,  
Fat 0.5% min,  
Fibre 1.0% max,  
Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH RICE AND SHRIMP - 170g

**Ingredients:**  
7% Tuna, 16% Chicken, 1% Shrimp caviar, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1.0% max, Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH RICE AND VEGETABLES - 170g

**Ingredients:**  
25.5% Tuna, 25.5% Chicken, 3.0% Vegetables, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1.0% max, Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH RICE - 170g

**Ingredients:**  
27% Tuna, 27% Chicken, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1.0% max, Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH RICE GINSENG AND HONEY - 170g

**Ingredients:**  
25.5% Chicken, 25.5% Tuna, 3.0% Ginseng & Honey, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1.0% max, Ash 3.0% max,  
Moisture 85% max



### PACIFIC TUNA WITH RICE AND VANNAMEI SHRIMP - 170g

**Ingredients:**  
51.0% Pacific tuna, 3.0% Shrimp, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1.0% max, Ash 3.0% max,  
Moisture 85% max



### PACIFIC TUNA WITH RICE - 170g

**Ingredients:**  
54.0% Pacific tuna, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1.0% max, Ash 3.0% max,  
Moisture 85% max



*Cats are known to take little time to feed, a habit may vary depending on palatability which may reveal a changed feeding habit when something different is introduced.*



### PACIFIC TUNA WITH RICE AND CHEESE - 170g

**Ingredients:**

51.0% Pacific tuna, 3.0% Cheese, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max



### CHICKEN & TUNA WITH RICE LOBSTER & OMELETTE - 170g

**Ingredients:**

25% Chicken, 25% Tuna, 0.5% Lobster, 1.5% Omelette, 1% Rice, Jelly solution 47% (jelly, water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max



### CHICKEN & TUNA WITH RICE AND BBQ DUCK - 170g

**Ingredients:**

23.5% Chicken, 23.5% Tuna, 1.17% Duck, 1.0% Rice, 50.83% Jelly solution (water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max



### CHICKEN & TUNA WITH RICE & BELL PEPPER - 170g

**Ingredients:**

25% Chicken, 25% Tuna, 0.3% Bell pepper, 1% Rice, Jelly solution 46% (jelly, water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max



### CHICKEN & TUNA WITH RICE AND OYSTER - 170g

**Ingredients:**

23.5% Chicken, 23.5% Tuna, 2.0% Oyster, 1.0% Rice, 50.0% Jelly solution (water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max



### PACIFIC TUNA WITH RICE & PANGASIU - 170g

**Ingredients:**

50% Pacific Tuna, 2% Pangasius, 1% Rice, Jelly solution 47% (jelly, water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max



### CHICKEN & LAMB WITH RICE, SWEETCORN & GREEN PEA - 170g

**Ingredients:**

45.5% Chicken, 2.5% Lamb, 1.0% Sweetcorn, 1.0% Green pea, 1.0% Rice, 49.0% Jelly solution (jelly, water, Vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max



### PACIFIC TUNA WITH RICE & COD - 170g

**Ingredients:**

50% Pacific Tuna, 2% Cod, 1% Rice, Jelly solution 47% (jelly, water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max



### CHICKEN & TUNA WITH RICE, CARROT, ZUCCHINI & TOMATO - 170g

**Ingredients:**

23.0% Chicken, 23.0% Tuna, 1.0% Carrot, 1.0% Zucchini, 1.0% Tomato, 1.0% Rice, 50% Jelly solution (jelly, water, Vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max



### CHICKEN & TUNA WITH RICE, GOJI BERRY & GINKGO - 170g

**Ingredients:**

24.0% Chicken, 24.0% Tuna, 0.5 Goji berry, 1.0% Ginkgo, 1.0% Rice, 49.5% Jelly solution (jelly, water, Vitamin E)

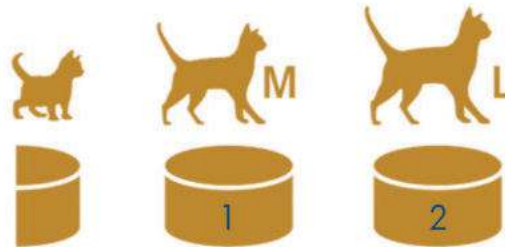
**Analysis per kg:**

Protein 11% min, Fat 0.5% min, Fibre 1.0% max, Ash 3.0% max, Moisture 85% max



### DID YOU KNOW?

The Blueberry fruit is rich in vitamins C, B complex, E, A and copper, selenium zinc and iron. Promotes haemoglobin and oxygen concentration in blood, antibacterial and immune system builder.



# FULL OF NUTRIENTS



## PRINCESS PREMIUM CLASSIC GOLD

PRINCESS PREMIUM classic gold are tailored formulations according to needs of felines.  
Product of Thailand ISO 9001: 2008 certificate

### CHICKEN & TUNA WITH RICE AND PAPAYA - 170g

**Ingredients:**  
23.5% Chicken, 23.5% Tuna, 2.0% Papaya, 1.0% Rice, 50.0% Jelly solution (water, vitamin E)

**Analysis per kg:**  
Protein 11% min,  
Fat 0.5% min,  
Fibre 1.0% max,  
Ash 3.0% max,  
Moisture 85% max

CONTROLS HAIRBALL



### CHICKEN & TUNA WITH RICE AND SCALLOP + VEGETABLE FERMENT EXTRACT - 170g

**Ingredients:**  
23.5% Chicken, 23.5% Tuna, 2.0% Scallop, 1.0% Cranberry, 1.0% Rice, 50.0% Jelly solution (water, vitamin E, vegetable ferment extract)

**Analysis per kg:**  
Protein 11% min,  
Fat 0.5% min,  
Fibre 1.0% max,  
Ash 3.0% max,  
Moisture 85% max

CONTROLS STOOL ODOUR



### CHICKEN & TUNA WITH RICE AND SCALLOP + CRANBERRY - 170g

**Ingredients:**  
23.5% Chicken, 23.5% Tuna, 2.0% Scallop, 1.0% Cranberry, 1.0% Rice, 49.0% Jelly solution (water, vitamin E, L-carnitine, yeast extract)

**Analysis per kg:**  
Protein 11% min,  
Fat 0.5% min,  
Fibre 1.0% max,  
Ash 3.0% max,  
Moisture 85% max

MAINTAINS HEALTHY URINARY TRACT & LIVER



### DID YOU KNOW?

**Hairballs:**  
Though all cats get hairballs, those with long hair are more prone. While regular grooming is one step towards prevention PRINCESS specially formulated hairball foods can also help to resolve this uncomfortable problem



### CHICKEN & TUNA WITH RICE AND SALMON FLAKES - 170g

**Ingredients:**  
23.5% Chicken, 23.5% Tuna, 2.0% Salmon, 1.0% Rice, 50.0% Jelly solution (water, vitamin E)

**Analysis per kg:**  
Protein 11% min,  
Fat 0.5% min,  
Fibre 1.0% max,  
Ash 3.0% max,  
Moisture 85% max

MAINTAINS HEALTHY JOINTS



### CHICKEN & TUNA WITH RICE AND VANNAMEI SHRIMP - 170g

**Ingredients:**  
23.5% Chicken, 23.5% Tuna, 2.0% Shrimp, 1.0% Rice, 50.0% Jelly solution (water, vitamin E)

**Analysis per kg:**  
Protein 11% min,  
Fat 0.5% min,  
Fibre 1.0% max,  
Ash 3.0% max,  
Moisture 85% max

MAINTAINS HEALTHY INTESTINES



### Daily Recommended Feed:

Adult cat of medium weight to be given one can per day – served at room temperature



# 54% NOBLE MEAT

## PRINCESS PREMIUM ZEST

PRINCESS PREMIUM ZEST impacts on all round condition. Adult cat food with 54% fresh meat - packed full of the nutrients to optimise the immune system, aid digestion and deal with daily stress and infection. The range includes an exotic selection of meat fish recipes fulfilling the need to be selective.

**Product of Thailand ISO 9001: 2008 certificate**

### CHICKEN & TUNA WITH SURIMI - 170G

**Ingredients:**

25.5% Chicken, 25.5% Tuna, 3.0% Shrimp, 1.0% Rice, 45.0% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min,  
Fibre 1.0% max, Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH PAPAYA - 170G

**Ingredients:**

25.5% Chicken, 25.5% Tuna, 3.0% Papaya, 1.0% Rice, 45.0% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min,  
Fibre 1.0% max, Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH MUSSELS - 170G

**Ingredients:**

25.5% Chicken, 25.5% Tuna, 3.0% Mussels, 1.0% Rice, 45.0% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min,  
Fibre 1.0% max, Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH SALMON FLAKES - 170G

**Ingredients:**

25.5% Chicken, 25.5% Tuna, 3.0% Mussels, 1.0% Rice, 45.0% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min,  
Fibre 1.0% max, Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH VANNAMEI SHRIMP - 170G

**Ingredients:**

25.5% Chicken, 25.5% Tuna, 3.0% Shrimp, 1.0% Rice, 45.0% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**

Protein 11% min, Fat 0.5% min,  
Fibre 1.0% max, Ash 3.0% max,  
Moisture 85% max



# MICABLISS CATTERY

"Our motto is quality and not quantity, and this applies to the food we feed our cats. Our much loved cats deserve the best."

Discovering PRINCESS PREMIUM has resulted in giving us the opportunity to offer them a variety of recipes that provide top quality nutrition from natural elements"

- Kevin Micallef





## PRINCESS PREMIUM EXCELLENCE

**PRINCESS PREMIUM** quality reflects an improved all round condition. Adult cat food with 54% fresh natural meat packed full of nutrients to optimise the immune system, aid digestion and deal with daily stress and infections. The range offers a variety of palatable recipes to fulfill the need to be selective.

**Product of Thailand ISO 9001: 2008 certificate**

## TRIED & TESTED

Happy Owner,

Happy Cat,

Indifferent Owner

Reclusive cat

-James Hemot

### CHICKEN & TUNA WITH RICE - 70g

**Ingredients:**

27% Chicken, 27% Tuna, 1.0% Rice, 45% Gravy solution (water, modified starch, thickening powder, vitamin E)

**Analysis per kg:**

Protein 11% min,  
Fat 0.2% min,  
Fibre 1.0% max,  
Ash 2.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH PUMPKIN - 70g

**Ingredients:**

25.5% Chicken, 25.5% Tuna, 3.0% Pumpkin, 1.0% Rice, 45% Gravy solution (water, modified starch, thickening powder, vitamin E)

**Analysis per kg:**

Protein 11% min,  
Fat 0.2% min,  
Fibre 1.0% max,  
Ash 2.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH SALMON - 70g

**Ingredients:**

25.5% Chicken, 25.5% Tuna, 3.0% Salmon, 1.0% Rice, 45% Gravy solution (water, modified starch, thickening powder, vitamin E)

**Analysis per kg:**

Protein 11% min,  
Fat 0.2% min,  
Fibre 1.0% max,  
Ash 2.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH SHRIMP - 70g

**Ingredients:**

25.5% Chicken, 25.5% Tuna, 3.0% Shrimp, 1.0% Rice, 45% Gravy solution (water, modified starch, thickening powder, vitamin E)

**Analysis per kg:**

Protein 11% min,  
Fat 0.5% min,  
Fibre 1.0% max,  
Ash 3.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH SQUID RING - 70g

**Ingredients:**

25.5% Chicken, 25.5% Tuna, 3.0% Squid ring, 1.0% Rice, 45% Gravy solution (water, modified starch, thickening powder, vitamin E)

**Analysis per kg:**

Protein 11% min,  
Fat 0.2% min,  
Fibre 1.0% max,  
Ash 2.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH ALOE VERA - 70g

**Ingredients:**

25.5% Chicken, 25.5% Tuna, 3.0% Aloe vera, 1.0% Rice, 45% Gravy solution (water, modified starch, thickening powder, vitamin E)

**Analysis per kg:**

Protein 11% min,  
Fat 0.2% min,  
Fibre 1.0% max,  
Ash 2.0% max,  
Moisture 85% max



### CHICKEN & TUNA WITH SEAWEED - 70g

**Ingredients:**

25.5% Chicken, 25.5% Tuna, 3.0% Seaweed, 1.0% Rice, 45% Gravy solution (water, modified starch, thickening powder, vitamin E)

**Analysis per kg:**

Protein 11% min,  
Fat 0.2% min,  
Fibre 1.0% max,  
Ash 2.0% max,  
Moisture 85% max



### CHICKEN BREAST WITH RICE & TURKEY - 70g

**Ingredients:**

40% Chicken, 3.0% Turkey, 1.0% Rice, 56% Gravy solutions sauce, salsa, sugo - water, starch, thickening powder, vitamin E

**Analysis per kg:**

Protein 11% min,  
Fat 0.1% min,  
Fibre 1.0% max,  
Ash 2.0% max,  
Moisture 85.9% max



### CHICKEN BREAST WITH RICE - 70g

**Ingredients:**

40% Chicken, 1.0% Rice, 59% Gravy solutions sauce, salsa, sugo - water, starch, thickening powder, vitamin E

**Analysis per kg:**

Protein 10% min,  
Fat 0.1% min,  
Fibre 1.0% max,  
Ash 2.0% max,  
Moisture 86.9% max





### PACIFIC TUNA WITH RICE & SWEETCORN - 70g

#### Ingredients:

51.0% Pacific Tuna, 3.0% Sweetcorn, 1.0% Rice, 45% Gravy solutions sauce, salsa, sugo – water, starch, thickening powder, vitamin E

#### Analysis per kg:

Protein 13% min, Fat 0.2% min, Fibre 1.0% max, Ash 2.0% max, Moisture 85% max



### PACIFIC TUNA WITH RICE - 70g

#### Ingredients:

54% Pacific Tuna, 1.0% Rice, 45% Gravy solutions sauce, salsa, sugo – water, starch, thickening powder, vitamin E

#### Analysis per kg:

Protein 14% min, Fat 0.3% min, Fibre 1.0% max, Ash 2.0% max, Moisture 85% max



### CHICKEN & TUNA WITH RICE & WHITEBAIT - 70g

#### Ingredients:

25.5% Chicken, 25.5% Tuna, 3.0% Whitebait 1.0% Rice, 45% Gravy solutions sauce, salsa, sugo – water, starch, thickening powder, vitamin E

#### Analysis per kg:

Protein 14% min, Fat 0.3% min, Fibre 1.0% max, Ash 2.0% max, Moisture 82.7% max



### CHICKEN BREAST WITH RICE (FOS) - 70g

#### Ingredients:

40% Chicken, 1.0% Rice, 59% Gravy solutions sauce, salsa, sugo – water, starch, thickening powder, vitamin E, Oligosaccharide

#### Analysis per kg:

Protein 14% min, Fat 0.3% min, Fibre 1.0% max, Ash 2.0% max, Moisture 85% max



#### Daily recommended feeding:

Small cat	1 can per day
3 – 5kg cat	2 cans per day
5 – 8kg cat	3 cans per day

# PAWS FOR THOUGHT

## TOP 10 TIPS TO OWNING A CAT

- 1 **Make sure there is room for a cat to share your lifestyle.**
- 2 **Two's company! They need company for long days home alone – why not have two cats?**
- 3 **Can you cope? Make sure you are not allergic to pets.**
- 4 **Make sure that your VET gets to know your cat – vaccination, worming, flea treatments and family panning!**
- 5 **Have a nice clean cat litter box – good food goes a long way to producing less waste.**
- 6 **Cats love to play; toys keep them mentally occupied.**
- 7 **Replace your furniture with a scratching post – they love the sofa!**
- 8 **Security – collar, contact tag, micro chip and pet insurance are very important.**
- 9 **Play them at their own game – treats work to control behaviour and training.**
- 10 **Grooming to bond, grooming for kittens – start early to make it fun not fear.**

### DID YOU KNOW?

The Eucalyptus plant is antibacterial, antifungal, antiviral and antiseptic properties, rich in bioflavonoids and polyphenols helping to protect cat DNA cells. Acts as an antiseptic in the treatment of cystitis and mild diuretic problems. Aids respiratory conditions, regenerates new tissue and soothes aching muscles.





## PRINCESS PREMIUM POUCHES

**PRINCESS PREMIUM** quality reflects an improved all round condition. Adult cat food with 54% fresh natural meat packed full of the nutrients to optimise immune system, aid digestion and deal with daily stress and infection. The range offers a variety of palatable recipes to fulfill the need to be selective.

### CHICKEN & TUNA WITH RICE AND CRABSTICK - 70g

**Ingredients:**  
25.5% Tuna, 25.5% Chicken, 3.0% Crab stick, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1% max, Ash 3% max,  
Moisture 85% max



### CHICKEN & TUNA WITH RICE - 70g

**Ingredients:**  
27% Tuna, 27% Chicken, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1% max, Ash 3% max,  
Moisture 85% max



### CHICKEN & TUNA WITH RICE AND SHRIMP - 70g

**Ingredients:**  
25.5% Tuna, 25.5% Chicken, 3.0% Shrimp, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1% max, Ash 3% max,  
Moisture 85% max



### CHICKEN & TUNA WITH RICE & VEGETABLES - 70g

**Ingredients:**  
25.5% Tuna, 25.5% Chicken, 3.0% Vegetables, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1% max, Ash 3% max,  
Moisture 85% max



#### Daily recommended feeding:

Small cat	1 pouch per day
3 – 5kg cat	2 pouches per day
5 – 8kg cat	3 pouches per day

### CHICKEN & TUNA WITH RICE & WHITEBAIT - 70g

**Ingredients:**  
25.5% Tuna, 25.5% Chicken, 3.0% Whitebait, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1% max, Ash 3% max,  
Moisture 85% max



### CHICKEN & TUNA WITH RICE & BABYCLAM - 70g

**Ingredients:**  
25.5% Chicken, 25.5% Tuna, 3.0% Baby clam, 1.0% Rice, 45.0% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1% max, Ash 3% max,  
Moisture 85% max



### CHICKEN & TUNA KITTEN - 70g

**Ingredients:**  
25.5% Tuna, 25.5% Chicken, 3.0% Shrimp, 1.0% Rice, 45% Jelly solution (jelly, water, vitamin E)

**Analysis per kg:**  
Protein 11% min, Fat 0.5% min,  
Fibre 1% max, Ash 3% max,  
Moisture 85% max

# QUALITY WET FOOD WITH FRESH MEAT



CHECK OUT OUR  
DOG FOOD RANGE  
ON PAGE 6





## PRINCESS PREMIUM MOUSSE

**PRINCESS PREMIUM** quality reflects an improved all round condition. Adult cat food with 76% fresh natural meat packed full of the nutrients to optimise immune system, aid digestion and deal with daily stress and infection. The range offers a variety of palatable recipes to fulfill the need to be selective.

### CHICKEN & TURKEY - 85g

#### Ingredients:

76% Meat and meat by-products, 44% Chicken, 8% Turkey, Minerals, Vitamins

#### Analysis per kg:

Crude protein 9%, Crude fat 7.5%, Crude fibre 0.5%, Crude ash 2.5%, Moisture 77%

**Vitamins:** Vitamin A 2,500u.i., Vitamin D3 250mg, Vitamin E 10mg



### TUNA AND OCEAN FISH - 85g

#### Ingredients:

62% Tuna, 14% Ocean fish, Minerals, Vitamins

#### Analysis per kg:

Crude protein 9%, Crude fat 7.5%, Crude fibre 0.5%, Crude ash 2.5%, Moisture 77%

**Vitamins:** Vitamin A 2,500u.i., Vitamin D3 250mg, Vitamin E 10mg



### BEEF & LIVER - 85g

#### Ingredients:

76% Meat and meat by-products, 54% Beef, 10% Liver, Minerals, Vitamins

#### Analysis per kg:

Crude protein 9%, Crude fat 7.5%, Crude fibre 0.5%, Crude ash 2.5%, Moisture 77%

**Vitamins:** Vitamin A 2,500u.i., Vitamin D3 250mg, Vitamin E 10mg



### HEART AND CHICKEN LIVER - 85g

#### Ingredients:

76% Meat and meat by-products, 18% Heart, 12% Chicken liver, Minerals, Vitamins

#### Analysis per kg:

Crude protein 9%, Crude fat 7.5%, Crude fibre 0.5%, Crude ash 2.5%, Moisture 77%

**Vitamins:** Vitamin A 2,500u.i., Vitamin D3 250mg, Vitamin E 10mg



## PRINCESS PREMIUM BARF for CATS

Biologically appropriate raw food diets (BARF) can make dramatic changes to the nutritional needs of your pet, adding another variety of diet rotation to your feeding regime.

Princess® Premium BARF DIET is a complete food that is grain free and does not require mixing with any other foods from our range.

Living enzymes help the body to function — found in raw foods they are beneficial to help restore, repair and maintain health. The process of cooking depletes the food of living enzymes, and for some pets this might put added stress on the pancreas, which can be replenished by eating raw unprocessed foods. Our convenient sausages contain living enzymes along with phyto-chemicals, antioxidants and unprocessed amino acids. Some pets will depend upon these factors to ensure a long and healthy lifespan.

### BEEF MENU - 250g

#### Ingredients:

Bovine muscle meat 55%, Beef heart 24%, Beef lung 10%, Beef liver 5%, Beef breastbone 5%, Salmon oil 1%

#### Analysis per kg:

Crude protein 16.3%, Crude fats 7.8%, Crude ash 1.74%, Crude fibre 2.3%, Moisture 71.70%



### VEGETABLE MENU - 250g

#### Ingredients:

Bovine muscle meat 50%, Beef heart 20%, Beef lung 10%, Beef liver 5%, Beef breastbone 5%, Broccoli 5%, Zucchini 4%, Salmon oil 1%

#### Analysis per kg:

Crude protein 16.3%, Crude fats 7.8%, Crude ash 1.74%, Crude fibre 2.3%, Moisture 71.70%



Play helps to  
improve a cats  
socialisation skills  
and train their  
brains to improve  
mental ability.





## PRINCESS MAINTENANCE DRY FOOD

### PRINCESS® TEMPTATION — ADULT COMPLETE PETFOOD FOR CATS • 20KG • 2KG

- Maintains Healthy Skin and Coat • Highly Digestible • Rich in Chicken • for Sensitive Cats

#### Ingredients:

Wheat, chicken meal, corn, wheat bran, rice, animal fat, beet pulp, hydrolyzed chicken liver, salmon oil and minerals.

#### Analysis per kg:

Crude Protein 30.00%  
Crude Fat 10.00%  
Crude Ash 8.00%  
Crude Cellulose 2.70%  
Moisture 9.00%

#### Nutritional Additives - added/kg:

Vitamin A 18,000 ui  
Vitamin D3 1,200 ui  
Vitamin E (α-Tocopherol) 80 mg  
Iron (E1) 75 mg  
Copper (E4) 5 mg



### PRINCESS® MAINTENANCE CHICKEN - ADULT COMPLETE PETFOOD FOR CATS • 15KG

- Highly Digestible • Rich in Chicken

#### Ingredients:

Meat and meat by-products, cereals, vegetable by-products, oils and fats (poultry fat min. 1%), mineral substances.

#### Analysis per kg:

Crude Protein 28.00%  
Crude Fat 10.00%  
Crude Fibre 2.4%  
Moisture 10.00%

#### Nutritional Additives - added/kg:

Vitamin A 12,800 IU  
Vitamin D3 960 IU  
Vitamin E 160 mg  
Taurine 1360 mg  
Iron (Fe) 144 mg  
Copper (Cu) 14 mg





## PRINCESS MAINTENANCE KITCHENS BEST FLOW PACKS

**MEAT SELECTION 4 x 100g • 2 x Chicken • 2 x Liver**

### Chicken Ingredients:

Meat & animal derivatives (4% chicken), derivatives of vegetable origin (0.4% inulin), minerals

### Liver Ingredients:

Meat & animal derivatives (4% liver), derivatives of vegetable origin (0.4% inulin), minerals

**Analysis per kg:** Crude Protein 8.5%, Crude Oils and Fats 3%, Crude Ash 2.5%, Crude Fibres 1%, Moisture 82%

**Nutritional Additives/kg:** Vitamin D3 250 I.U., Vitamin E 10mg, Zinc 10mg, Manganese 2mg, Copper 0.2mg, Iodine 0.7mg, Taurine 450mg, Biotin 100µg



**FISH SELECTION 4 x 100g • 2 x Salmon • 2 x Trout**

### Salmon Ingredients:

Meat & animal derivatives, fish & fish derivatives (4% salmon), derivatives of vegetable origin, vegetable protein extract, minerals, various sugars

### Trout Ingredients:

Meat & animal derivatives, fish & fish derivatives (4% trout), derivatives of vegetable origin, vegetable protein extract, minerals, various sugars

**Analysis per kg:** Crude Protein 9.0%, Crude Oils and Fats 5%, Crude Ash 2.5%, Crude Fibres 0.8%, Moisture 82%

**Nutritional Additives/kg:** Vitamin D3 290 I.U., Vitamin E 30mg



**RED MEAT SELECTION 4 x 100g • 2 x Lamb • 2 x Veal**

### Lamb Ingredients:

Meat & animal derivatives (4% lamb), fish & fish derivatives, derivatives of vegetable origin, vegetable protein extract, minerals, various sugars

### Veal Ingredients:

Meat & animal derivatives (4% veal), fish & fish derivatives, derivatives of vegetable origin, vegetable protein extract, minerals, various sugars

**Analysis per kg:** Crude Protein 9%, Crude Oils and Fats 5%, Crude Ash 3%, Crude Fibres 0.8%, Moisture 82%

**Nutritional Additives/kg:** Vitamin D3 290 I.U., Vitamin E 30mg



**WHITE MEAT SELECTION 4 x 100g**

**• 2 x Chicken & Liver • 2 x Chicken & Turkey**

### Chicken & Liver Ingredients:

Meat & animal derivatives (4% lamb), fish & fish derivatives, derivatives of vegetable origin, vegetable protein extract, minerals, various sugars

### Chicken & Turkey Ingredients:

Meat & animal derivatives (4% veal), fish & fish derivatives, derivatives of vegetable origin, vegetable protein extract, minerals, various sugars

**Analysis per kg:** Crude Protein 9%, Crude Oils and Fats 5%, Crude Ash 3%, Crude Fibres 0.8%, Moisture 82%

**Nutritional Additives/kg:** Vitamin D3 290 I.U., Vitamin E 30mg



### FLOW PACKS FEEDING GUIDE

3kg 2x daily

5kg+ 4x daily

Keep in a cool place. Daily feeding: See table. Feeding recommendation: The suggested intake can vary according to size, age, nutritional status and living conditions of the cat. To be served at room temperature or warmed. Always leave fresh and clean water by animal

"Owners of dogs will have noticed that, if you provide them with food and water and shelter and affection, they will think you are God. Whereas owners of cats are compelled to realize that, if you provide them with food and water and affection, they draw the conclusion that they are God."

- Christopher Hitchens



## Princess KITCHEN'S Best



INCLUDING  
70%  
FRESH  
MEAT





## PRINCESS MAINTENANCE KITCHENS BEST 415g

**Complete cat food 70% animal protein (GMO Free) Steam boiled chunks in gravy**

### CHICKEN WITH VEGETABLES IN GRAVY – 415G

**Ingredients:**

Meat and animal derivatives (chicken 6%, of which 70% fresh meat), cereals, vegetables (carrots 4.5%), eggs and egg derivatives, minerals

**Analysis per kg:**

Crude Protein 7.2%, Crude Fibre 0.3%, Crude Fat 4.8%, Crude Ash 3.2%, Moisture 81%

**Nutritional Additives - added/kg:**

Vitamin D3 150 U.I., Vitamin E (all rac-alpha-tocopheryl acetate) 10mg, Taurine 220mg, E6/Zinc 10mg, E5/Manganese 2mg, E4/Copper 1.4mg



### BEEF WITH VEGETABLES IN GRAVY – 415G

**Ingredients:**

Meat and animal derivatives (beef 6%, of which 70% fresh meat), cereals, vegetables (carrots 4.5%), eggs and egg derivatives, minerals

**Analysis per kg:**

Crude Protein 7.2%, Crude Fibre 0.3%, Crude Fat 4.8%, Crude Ash 3.2%, Moisture 81%

**Nutritional Additives - added/kg:**

Vitamin D3 150 U.I., Vitamin E (all rac-alpha-tocopheryl acetate) 10mg, Taurine 220mg, E6/Zinc 10mg, E5/Manganese 2mg, E4/Copper 1.4mg



### FISH IN GRAVY – 415G

**Ingredients:**

Meat & animal by-products, cereals, fish & fish by-products (4% fish), minerals, vegetable-by-products, sugar

**Analysis per kg:**

Crude Protein 7%, Crude Oils and Fats 3.5%, Crude Ash 2%, Crude Fibres 0.3%, Moisture 82%

**Nutritional Additives - added/kg:**

Vitamin D3 150 U.I., Vitamin E (all rac-alpha-tocopheryl acetate) 10mg, Taurine 220mg, E6/Zinc 10mg, E5/Manganese 2mg, E4/Copper 1.4mg



### TURKEY & LIVER WITH VEG IN GRAVY – 415G

**Ingredients:**

Meat and animal derivatives (turkey 6%, liver 5%, of which 70% fresh meat), cereals, vegetables (carrots 4.5%), eggs and egg derivatives, minerals

**Analysis per kg:**

Crude Protein 7.2%, Crude Fibre 0.3%, Crude Fat 4.8%, Crude Ash 3.2%, Moisture 81%

**Nutritional Additives - added/kg:**

Vitamin D3 150 U.I., Vitamin E (all rac-alpha-tocopheryl acetate) 10mg, Taurine 220mg, E6/Zinc 10mg, E5/Manganese 2mg, E4/Copper 1.4mg



### WILD GAME WITH VEGETABLES IN GRAVY – 415G

**Ingredients:**

Meat and animal derivatives (game 6%, of which 70% fresh meat), cereals, vegetables (carrots 4.5%), eggs and egg derivatives, minerals

**Analysis per kg:**

Crude Protein 7.2%, Crude Fibre 0.3%, Crude Fat 4.8%, Crude Ash 3.2%, Moisture 81%

**Nutritional Additives - added/kg:**

Vitamin D3 150 U.I., Vitamin E (all rac-alpha-tocopheryl acetate) 10mg, Taurine 220mg, E6/Zinc 10mg, E5/Manganese 2mg, E4/Copper 1.4mg



### CHICKEN IN GRAVY – 415G

**Ingredients:**

Meat and animal derivatives (chicken 15%, of which 70% fresh meat), cereals, eggs and egg derivatives, minerals

**Analysis per kg:**

Crude Protein 7%, Crude Oils and Fats 3.5%, Crude Ash 2%, Crude Fibres 0.3%, Moisture 82%

**Nutritional Additives - added/kg:**

Vitamin D3 150 U.I., Vitamin E (all rac-alpha-tocopheryl acetate) 10mg, Taurine 220mg, E6/Zinc 10mg, E5/Manganese 2mg, E4/Copper 1.4mg



**KITTEN**

**Feeding guide Kitten:**

3 months x 2 per day 300g  
3 – 6 months x 2 per day 320g  
6 – 12 months x 2 per day 350g

**Feeding guide Adult:**

3kg 2 x daily 1/2  
4kg 2 x daily 2/3  
5kg 2 x daily 3/4  
6kg 2 x daily 1





## PRINCESS MAINTENANCE LIFESTYLE PLUS +

The Lifestyle PLUS + range is a superb tasty and nutritious diet that offers value within a range of wet foods that can be combined with dry food. It is a **2-colour Maintenance Wet Food** that is complete and infused with 2 flavours.

**GMO FREE**

**No artificial flavours, Colourants or Preservatives.**

### Chunks in Gravy with Beef & Turkey - 405g

#### Ingredients:

Meat and animal derivatives (beef 4%, turkey 4%), cereals, eggs and egg derivatives, minerals, various sugars

#### Analysis per kg:

Crude Protein 7.0%, Crude Fibres 0.5%, Crude Oils and Fats 4.5%, Crude Ash 2.6%, Moisture 81.0%

#### Nutritional Additives/kg:

Vitamin D3 (3a671) 250 I.U., Copper (3b405) 1 mg, Zinc (3b603) 15 mg, Iron (3b101) 17 mg



### Chunks in Gravy with Chicken & Turkey - 405g

#### Ingredients:

meat and animal derivatives (chicken 4%, turkey 4%), cereals, eggs and egg derivatives, minerals, various sugars

#### Analysis per kg:

Crude Protein 7.0%, Crude Fibres 0.5%, Crude Oils and Fats 4.5%, Crude Ash 2.6%, Moisture 81.0%

#### Nutritional Additives/kg:

Vitamin D3 (3a671) 250 I.U., Copper (3b405) 1 mg, Zinc (3b603) 15 mg, Iron (3b101) 17 mg



### Chunks in Gravy with Tuna & Salmon - 405g

#### Ingredients:

Meat and animal derivatives, fish and fish derivatives (tuna 4%, salmon 4%), cereals, eggs and egg derivatives, minerals, various sugars.

#### Analysis per kg:

Crude Protein 7.0%, Crude Fibres 0.5%, Crude Oils and Fats 4.5%, Crude Ash 2.6%, Moisture 81.0%

#### Nutritional Additives/kg:

Vitamin D3 (3a671) 250 I.U., Copper (3b405) 1 mg, Zinc (3b603) 15 mg, Iron (3b101) 17 mg



### Chunks in Gravy with Beef & Vegetables - 405g

#### Ingredients:

Meat and animal derivatives (beef 4%), cereals, vegetables (4% from dehydrated vegetables), eggs and egg derivatives, minerals, various sugars.

#### Analysis per kg:

Crude Protein 7.0%, Crude Fibres 0.5%, Crude Oils and Fats 4.5%, Crude Ash 2.6%, Moisture 81.0%

#### Nutritional Additives/kg:

Vitamin D3 (3a671) 250 I.U., Copper (3b405) 1 mg, Zinc (3b603) 15 mg, Iron (3b101) 17 mg



#### Daily Feeding Recommendation:

3KG 1/2 Can  
3-5KG 1 Can

# CAT LOVE

Bonding with your cat helps to improve the mental state and overall health.

By being a cat owner, one can benefit from various mental health benefits such as emotional, social well being and it also helps to reduce the sense of isolation during psychiatric diseases.

Having a feline friend helps to lower the blood pressure and tends to have a calming effect in particular when one gently and repeatedly strokes the back of the cat.







## PRINCESS MAINTENANCE LIFESTYLE

A superb tasty and nutritious diet that offers value within a range of wet foods that can also be combined with dry food.

### We are Pet Lovers!

#### Chunks in Gravy with RABBIT - 405/415g

**Ingredients:**

Meat and meat-by-products (rabbit 6%), cereals, minerals

**Analysis per kg:**

Crude protein 8.0%, Crude oil and fat 6.0%  
Crude fibre 0.4%, Crude ash 3.0%  
Moisture 80%



#### Chunks in Gravy with BEEF - 405/415g

**Ingredients:**

Meat and meat-by-products (beef 6%), cereals, minerals

**Analysis per kg:**

Crude protein 8.0%, Crude oil and fat 6.0%  
Crude fibre 0.4%, Crude ash 3.0%  
Moisture 80%



#### Chunks in Gravy with FISH - 405/415g

**Ingredients:**

Fish and fish-by-products (tuna 6%), cereals, minerals

**Analysis per kg:**

Crude protein 8.0%, Crude oil and fat 6.0%  
Crude fibre 0.4%, Crude ash 3.0%  
Moisture 80%



#### Chunks in Gravy with SALMON- 405/415g

**Ingredients:**

Fish and fish-by-products (salmon 6%), cereals, minerals

**Analysis per kg:**

Crude protein 8.0%, Crude oil and fat 6.0%  
Crude fibre 0.4%, Crude ash 3.0%  
Moisture 80%



#### Chunks in Gravy with SALMON- 405/415g

**Ingredients:**

Meat and meat-by-products (chicken 12%, turkey 10%), cereals, minerals

**Analysis per kg:**

Crude protein 8.0%, Crude oil and fat 6.0%  
Crude fibre 0.4%, Crude ash 3.0%  
Moisture 80%



# CAT TREATS

see more on page 55

## PREPARE FOR A TREAT

Healthy rewards for Healthy Pets Only  
natural raw ingredients 100% Fresh

### Recipes formulated to:

- fortify immune system
- support digestive system
- relieve stress
- assist mobility
- control weight

### Premium range

High quality grade exotic meats

Sustainable seafood

Natural raw materials

No additives colourings or flavourings

**Recommended daily serving:**

5kg Adult Cat feed 400g daily meals. Serve at room temperature and store in fridge after opening.



## PRINCESS MAINTENANCE LIFESTYLE GOLD MOUSSE

A New category introduced to the **PRINCESS MAINTENANCE** line is the Lifestyle Gold Mousse Range that is a scrumptious and full of nutrients..

### LIFESTYLE GOLD MOUSSE WITH CHICKEN - 85g

**Ingredients:**  
Meat and animal derivatives (Chicken 4%), Minerals, sugars

**Analysis per kg:**  
Crude Protein 9.5%  
Crude Fibre 0.4%  
Crude Fat 6.0%  
Crude Ash 2.0%  
Moisture 81%



### LIFESTYLE GOLD MOUSSE WITH TURKEY - 85g

**Ingredients:**  
Meat and animal derivatives (Turkey 4%), Minerals, sugars

**Analysis per kg:**  
Crude Protein 9.5%  
Crude Fibre 0.4%  
Crude Fat 6.0%  
Crude Ash 2.0%  
Moisture 81%



### LIFESTYLE GOLD MOUSSE WITH LAMB - 85g

**Ingredients:**  
Meat and animal derivatives (Lamb 4%), Minerals, sugars

**Analysis per kg:**  
Crude Protein 9.5%  
Crude Fibre 0.4%  
Crude Fat 6.0%  
Crude Ash 2.0%  
Moisture 81%



### LIFESTYLE GOLD MOUSSE WITH OCEAN FISH - 85g

**Ingredients:**  
Meat and animal derivatives, fish and fish derivative (Ocean Fish 4%), Minerals, sugars

**Analysis per kg:**  
Crude Protein 9.5%  
Crude Fibre 0.4%  
Crude Fat 6.0%  
Crude Ash 2.0%  
Moisture 81%



### LIFESTYLE GOLD MOUSSE WITH SALMON - 85g

**Ingredients:**  
Meat and animal derivatives, fish and fish derivatives (Salmon 4%), Minerals, sugars

**Analysis per kg:**  
Crude Protein 9.5%  
Crude Fibre 0.4%  
Crude Fat 6.0%  
Crude Ash 2.0%  
Moisture 81%



### LIFESTYLE GOLD MOUSSE WITH PORK - 85g

**Ingredients:**  
Meat and animal derivatives (Chicken 4%, Pork 4%), Cellulose, Rice Meal, Minerals, sugars, Chondroitine Sulphate, Glucosamine

**Analysis per kg:**  
Crude Protein 6.0%  
Crude Fibre 2.2%  
Crude Fat 2.7%  
Crude Ash 2.3%  
Moisture 80.5%



### LIFESTYLE GOLD MOUSSE WITH WHITE MEAT - 85g

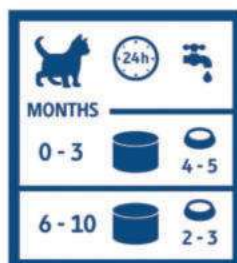
**Ingredients:**  
Meat and animal derivatives (White Meat 4%), Minerals, sugars

**Analysis per kg:**  
Crude Protein 9.5%  
Crude Fibre 0.4%  
Crude Fat 6.0%  
Crude Ash 2.0%  
Moisture 81%



**GMO  
FREE**

**NO  
ARTIFICIAL FLAVOURS  
COLOURANTS  
PRESERVATIVES**





# PRINCESS MAINTENANCE LIFESTYLE PATE' 100g



**Faté with FISH - 100g**

**Ingredients:** Fish and fish-by-products (tuna 6%), minerals, vitamins.  
**Analytical Constituents:** Crude protein 9%, Crude oil and fat 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%



**Faté with RABBIT & DUCK - 100g**

**Ingredients:** Fish and fish-by-products (tuna 6%), minerals, vitamins.  
**Analytical Constituents:** Crude protein 9%, Crude oil and fat 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%



**Faté with CHICKEN - 100g**

**Ingredients:** Meat and meat-by-products (chicken 12%), minerals, vitamins.  
**Analytical Constituents:** Crude protein 9%, Crude oil and fat 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%



**Faté with CHICKEN - 100g**

**Ingredients:** Meat and meat-by-products (beef 8%, liver 6%), minerals, vitamins.  
**Analytical Constituents:** Crude protein 9%, Crude oil and fat 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%



**Faté with BEEF - 100g**

**Ingredients:** Meat and meat-by-products (beef 8%), minerals, vitamins.  
**Analytical Constituents:** Crude protein 9%, Crude oil and fat 7.5%, Crude fibre 0.5%, Crude ash 1%, Moisture 82%

**Recommended daily serving:**  
Medium size cat feed 3-4 foals as 2 to 3 meals. Serve at room temperature or warmed. Store in fridge after opening. For up to one year kittens can be fed small amounts of food from around 3-4 weeks.

# PRINCESS MAINTENANCE LIFESTYLE PATE' 400g



**Faté with CHICKEN - 400g**

**Ingredients:** Meat and meat-by-products (fresh chicken 50% min), Minerals.  
**Analytical Constituents:** Crude protein 9%, Crude fat 7.5%, Crude ash 1%, Crude fibre 0.5%, Moisture 82%



**Faté with SALMON, TROUT & CHICKEN - 400g**

**Ingredients:** Meat and meat-by-products (fresh chicken 34% min), Fish and fish-by-products (16% (of which 5% salmon min, 5% trout min)), Minerals.  
**Analytical Constituents:** Crude protein 9%, Crude fat 7.5%, Crude ash 1%, Crude fibre 0.5%, Moisture 82%



**Faté with Beef - 400g**

**Ingredients:** Meat and meat-by-products (fresh chicken 50% min, beef 5% min, liver 5% min), Minerals.  
**Analytical Constituents:** Crude protein 9%, Crude fat 7.5%, Crude ash 1%, Crude fibre 0.5%, Moisture 82%



**Faté with CHICKEN (KITTEN) - 400g**

**Ingredients:** Meat and meat-by-products (fresh chicken 60% min), Minerals.  
**Analytical Constituents:** Crude protein 9%, Crude fat 7.5%, Crude ash 1%, Crude fibre 0.5%, Moisture 82%



**Recommended daily serving:** Per 20kg feed 400g between 3-4 meals. Serve at room temperature and store in fridge after opening. For up to one year kittens can be fed small amounts of food from around 3-4 weeks.



## PET FOOD - NOTHING TO HIDE

Pet food labels have got to tell the truth, but designer packaging adds to the distraction of the finer points of what's in the bag. The convenience of processed pet food is one way for busy, caring pet owners to make meal times easy. But understanding the basics of pet food formulations is never straightforward and the use of scientific words becomes confusing.

First rule: to highlight the main source of ingredients, pet food manufacturers must, by law, list the first five to seven ingredients which carry the most weight in the formulations, followed by the lesser ingredients in sequence. This makes it easy to determine what's in the bag!

Second rule: evaluate the quality and quantity in the formulations by asking what protein is present, is it animal or plant, and is it fit for human consumption? Fundamentally meat and its quality are key to good nutrition - by-product meat and other by-product ingredients are less desirable and consist of anything BUT the finer cuts.

### The FACT is...

**What is good?** Quality protein from quality fresh meat is the best, where honest 'meat meal' becomes the dried end product of a process that produces a protein powder. Concentrating the water content of fresh meat into a higher percentage of protein makes the product more caloric and concentrated. **Fibre** is specified by name - look for beet pulp, brown rice, barley, oats, fruits, sweet potato and peas, to name a few. **Fats and oils** are also listed by name: chicken fat, herring fat, canola or sunflower oil and percentages of Omega 3 and 6 fatty acids. Note that quality food is preserved naturally, as in a range vitamins, herbs, extracts and ascorbic acid.

**What is bad?** Words like **derivatives**. Derivatives of anything works out for cheaper low grade ingredients! High levels of **unspecified grain** and cereals, hulls of corn, bran, peanut and soya bean and high levels of grain **fibre (40-50%)**, that can't be digested, act only as fillers. Avoid 'sources' of animal or poultry fat, vegetable and mineral oil. **Additives** such as artificial colourants - BHA, BHT, ethoxyquin or sodium meta bisulphite are known to add strain vital organs.

Pets will eat almost anything, but longterm you will pay the price - best to pay a price for good food and a longer life...

**Always ask!** If you are unsure then our advice is readily available but consulting a veterinary professional is important for reassurance.

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My team and I are proud of what we have achieved and our goal is to succeed in making

PRINCE and PRINCESS stand out in the crowd. We take pride in our formulations simply because it's your pets that deserve only the best





## PRINCE PREMIUM GOODIE SNACKS

All Natural snacks that are highly palatable and come in 4 different types. Raw hide, BBQ Bone, Dental and Oat.

### RAWHIDE & JUICY MIDDLE TRI-BRAID WITH CALCIUM

- Small x 5 • Medium x 3
- Highly digestible
- Healthy teeth & gums
- Healthy bones and joints

#### Ingredients:

Rawhide, Wheat starch, Soy protein isolate, Chicken flavour, Food colorants, Dietary fibres, Calcium carbonate, Sodium caseinate, Compound yeast, Small peptide protein (from fish), Animal fats (fish)

#### Analysis per kg:

Energy 1304KJ,  
Crude protein 71.2%,  
Crude oils and fats 2.77%,  
Crude fibres 0.49%,  
Crude ash 2.02%,  
Moisture 13%,  
Sodium 0.066%,  
Calcium 0.74%,  
Total phosphorus 0.11%



### BBQ BONE BACON FLAVOUR

- Small x 5 • Medium x 3 • Large x1
- Highly digestible
- Healthy teeth & gums

#### Ingredients:

Vegetable protein, Wheat flour, Natural Collagen, Soya bean lecithin, Small peptide protein, Cheese powder, Natural antioxidant, Bacon flavour, Potassium sorbate, Caramel colorant

#### Analysis per kg:

Energy 1059KJ,  
Crude protein 46.75%,  
Crude oils and fats 7.13%,  
Crude fibres 0.49%,  
Crude ash 3.13%,  
Moisture 13%,  
Sodium 0.27%,  
Calcium 0.51%,  
Total phosphorus 0.24%



### OAT BONE OAT FORMULATED

- Medium x 7
- Rich in plant essential oils
- Healthy teeth & gums
- Fresh Breath

#### Ingredients:

Oat flour, Glycerin, Natural flavour (Oat flavour), Isomalto-oligosaccharide, Food colorants, Compound yeast, Sodium caseinate, Essential oils

#### Analysis per kg:

Energy 1089KJ,  
Crude protein 47.43%,  
Crude oils and fats 7.62%,  
Crude fibres 0.49%,  
Crude ash 1.52%,  
Moisture 13%,  
Sodium 0.08%,  
Calcium 0.059%,  
Total phosphorus 0.18%



### DENTAL BONE WITH CALCIUM

- Small x 7 • Large x4
- Rich in plant essential oils
- Healthy teeth & gums
- Fresh Breath

#### Ingredients:

Wheat protein, Whey protein, Emulsified fats, Lactose, Food colorants, Calcium carbonate, Sodium caseinate, Dietary Fibres, Essential oils, Glycerine, Natural flavour

#### Analysis per kg:

Energy 1113KJ,  
Crude protein 51.31%,  
Crude oils and fats 6.53%,  
Crude fibres 0.49%,  
Crude ash 6.77%,  
Moisture 13%,  
Sodium 0.074%,  
Calcium 2.4%,  
Total phosphorus 0.11%





## PRINCE PREMIUM ALASKAN SALMON TREATS

PRINCE and PRINCESS Grain Free treats are made with the highest quality fish meat that are devoid of any by products, artificial additives, colourants or fillers. The natural ingredient has been attentively chosen to guarantee well being – rich in omega 3 to reduce inflammatory responses, strengthen the immune system and improve coat condition



### PRINCE Fisher Cigar - 70g x 5 pcs

**Ingredients:**  
Salmon skin 100%

**Analysis per kg:**  
Crude protein 73% min,  
Crude fibre 1% max,  
Crude fat 8% min,  
Crude ash 4% max,  
Moisture 14% max



### PRINCE Freeze Dried Salmon Skin - 57g

**Ingredients:**  
Salmon skin 100%

**Analysis per kg:**  
Crude protein 73% min,  
Crude fibre 1% max,  
Crude fat 8% min,  
Crude ash 4% max,  
Moisture 14% max



### PRINCE Prime Salmon Bit - 70g

**Ingredients:**  
Salmon fish meat 90.41%, Citric acid 0.1%, Carrageenan 0.3%, Salt 0.1%, Glycerol 9.0%, Sodium dehydroacetate 0.05%, Tert-butylhydroquinone 0.04%

**Analysis per kg:**  
Crude protein 73% min,  
Crude fibre 1% max,  
Crude fat 8% min,  
Crude ash 4% max,  
Moisture 14% max



### PRINCE Fish Knotted Bone - 70g x 6 pcs

**Ingredients:**  
Wild Fish Skin 100%

**Analysis per kg:**  
Crude protein 74.4% min,  
Crude fibre 0.1% max,  
Crude fat 3.8% min,  
Crude ash 2.0% max,  
Moisture 18.0% max



### PRINCE Fish Twist - 70g x 3pcs

**Ingredients:**  
Wild Fish Skin 100%

**Analysis per kg:**  
Crude protein 74.4% min,  
Crude fibre 0.1% max,  
Crude fat 3.8% min,  
Crude ash 2.0% max,  
Moisture 18.0% max



### PRINCE Prime Salmon Stick - 70g

**Ingredients:**  
Salmon Meat 90.41%, Citric Acid 0.1%, Carrageenan 0.3%, Salt 0.1%, Glycerol 9.0%, Sodium Dehydroacetate 0.05%, Tert-Butylhydroquinone 0.04%

**Analysis per kg:**  
Crude protein 66.0% min,  
Crude fibre 1.0% max,  
Crude fat 5.0% min,  
Crude ash 5.0% max,  
Moisture 18.0% max



### PRINCE Salmon Bone Shaped - 70g

**Ingredients:**  
Salmon Meat 90.41%, Citric Acid 0.1%, Carrageenan 0.3%, Salt 0.1%, Glycerol 9.0%, Sodium Dehydroacetate 0.05%, Tert-Butylhydroquinone 0.04%

**Analysis per kg:**  
Crude protein 66.0% min,  
Crude fibre 1.0% max,  
Crude fat 5.0% min,  
Crude ash 5.0% max,  
Moisture 18.0% max



### PRINCE Premium Salmon Cut - 70g

**Ingredients:**  
Salmon fish meat 81.41%, Salmon skin 9.0%, Citric acid 0.1%, Carrageenan 0.3%, Salt 0.1%, Glycerol 9.0%, Sodium dehydroacetate 0.05%, Tert-butylhydroquinone 0.04%

**Analysis per kg:**  
Crude protein 66.0% min,  
Crude fibre 1.0% max,  
Crude fat 5.0% min,  
Crude ash 5.0% max,  
Moisture 18.0% max



### PRINCE Prime Salmon Jerky - 70g

**Ingredients:**  
Salmon fish meat 85.41%, Salmon skin 5.0%, Citric acid 0.1%, Carrageenan 0.3%, Salt 0.1%, Glycerol 9.0%, Sodium dehydroacetate 0.05%, Tert-butylhydroquinone 0.04%

**Analysis per kg:**  
Crude protein 66.0% min,  
Crude fibre 1.0% max,  
Crude fat 5.0% min,  
Crude ash 5.0% max,  
Moisture 18.0% max





### PRINCE Prime Salmon Spiral - 70g

**Ingredients:**

Salmon fish meat 98.82%, Citric acid 0.1%, Glycerol 1%, Sodium dehydroacetate 0.05%, Tert-butylhydroquinone 0.03%

**Analysis per kg:**

Crude protein 74.4% min  
Crude fibre 0.1% max  
Crude fat 3.8% min  
Crude ash 2.0% max  
Moisture 18.0% max



### PRINCE Rawhide Salmon Knotted Bone - 70g x 5 pcs

**Ingredients:**

Rawhide 52%, Salmon skin 27%, Salmon fish meat 19%, Glycerol 2%

**Analysis per kg:**

Crude protein 73% min  
Crude fibre 1% min  
Crude fat 4% min  
Crude ash 4%  
Moisture 18% max



### PRINCE Prime Salmon Strip - 70g

**Ingredients:**

Salmon fish meat 81.41%, Salmon skin 9.0%, Citric acid 0.1%, Carrageenan 0.3%, Salt 0.1%, Glycerol 9.0%, Sodium dehydroacetate 0.05%, Tert-butylhydroquinone 0.04%

**Analysis per kg:**

Crude protein 55% min,  
Crude fibre 1% max,  
Crude fat 22% min,  
Crude ash 4% max,  
Moisture 18% max



### PRINCE Prime Salmon Skin Wrap - 70g

**Ingredients:**

Salmon fish meat 66.41%, Salmon skin 24.0%, Citric acid 0.1%, Carrageenan 0.3%, Salt 0.1%, Glycerol 9.0%, Sodium dehydroacetate 0.05%, Tert-butylhydroquinone 0.04%

**Analysis per kg:**

Crude protein 66.0% min  
Crude fibre 1.0% max  
Crude fat 5.0% min  
Crude ash 5.0% max  
Moisture 18.0% max



### PRINCE Fish Crisp - 70g 1pc x 5 pcs

**Ingredients:**

Salmon skin 100%

**Analysis per kg:**

Crude protein 73% min  
Crude fibre 1% min  
Crude fat 4% min  
Crude ash 4%  
Moisture 18% max



### PRINCE Pressed Salmon Skin Bone - 120g 1pc / 100g 2pcs / 70g 3pcs

**Ingredients:**

Salmon skin 80%, Salmon meat 18%, Glycerol 1.8%, Citric acid 0.1%, Salt 0.1%

**Analysis per kg:**

Crude protein 73% min  
Crude fibre 1% min  
Crude fat 5% min  
Crude ash 4%  
Moisture 18% max



## PRINCESS PREMIUM ALASKAN SALMON TREATS

PRINCESS Grain Free treats are made with the highest quality fish meat.

### PRINCESS Fisher Cat Roll - 6g x 20 pcs

**Ingredients:**

Salmon skin 100%

**Analysis per kg:**

Crude protein 73% min,  
Crude fibre 1% max,  
Crude fat 8% min,  
Crude ash 4% max,  
Moisture 14% max



### PRINCESS Freeze Dried Salmon Skin - 57g

**Ingredients:**

Salmon Skin 100%

**Analysis per kg:**

Crude protein 66.0% min  
Crude fibre 1.0% max  
Crude fat 5.0% min  
Crude ash 5.0% max  
Moisture 18.0% max



### DID YOU KNOW?

Salmon is a great source of omega-3 fatty acids, which support the immune system, may decrease inflammation, and can keep your dog's coat looking shiny and healthy.

It's also a good protein source. In fact, salmon is a common ingredient in high-quality dog foods

**Recommended feeding guide:**

Great as a quick snack and perfect for a high value training treat. Suitable for dogs and cats of all sizes and age. Use as part of controlled feeding regime.





## PRINCE DOGGOS

The Prince Doggo's range is formulated using natural ingredients and no artificial colourant or additives. These Hand Made snacks vary from Biscuits, Muffins, Plum Cakes, Panettone's and Pandoro's. Only Genuine natural ingredients deriving from Italy are used in the recipes of the home baked snacks.

### MUFFIN WITH BACON AROMA - 30g

**Ingredients:**  
Soft wheat flour 00, milk, rice syrup, potato starch, sunflower oil, sodium bicarbonate, panevivo, bacon flavoring (0.06%).



### MUFFIN WITH VANILLA AROMA - 30g

**Ingredients:**  
Soft wheat flour 00, milk, rice syrup, potato starch, sunflower oil, sodium bicarbonate, panevivo, Vanilla flavoring (0.06%).



### PLUMCAKE WITH BACON AROMA - 30g

**Ingredients:**  
Soft wheat flour 00, milk, rice syrup, potato starch, sunflower oil, sodium bicarbonate, panevivo, bacon flavoring (0.06%).



### PLUMCAKE WITH VANILLA AROMA - 30g

**Ingredients:**  
Soft wheat flour 00, milk, rice syrup, potato starch, sunflower oil, sodium bicarbonate, panevivo, Vanilla flavoring (0.06%).



### BISCUITS WITH BACON - 100g

**Ingredients:**  
Italian milled 00 wheat flour, whole wheat flour, sunflower oil, potato starch, bacon flavor (2%)



### BISCUITS WITH SALMON - 100g

**Ingredients:**  
Italian milled 00 wheat flour, whole wheat flour, sunflower oil, potato starch, salmon (min. 4%), carrot, bacon flavor (2%)



### BISCUITS WITH PEANUT BUTTER - 100g

**Ingredients:**  
Italian milled 00 wheat flour, whole wheat flour, sunflower oil, potato starch, peanut butter (min. 5%), carrot, vanilla flavor (2%)



### BISCUITS WITH BANANA - 100g

**Ingredients:**  
Italian milled 00 wheat flour, whole wheat flour, sunflower oil, potato starch, apple and banana puree (3%), vanilla flavor (2%)



### BISCUITS WITH PUMPKIN - 100g

**Ingredients:**  
Italian milled 00 wheat flour, whole wheat flour, sunflower oil, potato starch, pumpkin (min. 4%), grana type cheese, vanilla flavor (2%)



### BISCUITS WITH CARROT - 100g

**Ingredients:**  
Italian milled 00 wheat flour, whole wheat flour, sunflower oil, potato starch, carrot (6%), vanilla flavor (2%)



#### DID YOU KNOW?

All the flour used in the formulas is 00 Wheat Flour.

The names 00 and 0 Flour refer to specifically Italian milled flour that is used for pasta making. You will find that this is also called Doppio Zero just meaning double zero. The grading system is 2, 1, 0 or 00 and indicates to how finely ground the flour is and how much of the bran and germ has been removed. 2 for instance is a wholemeal flour while 00 is the most refined of the three and has the lowest level of bran. It is similar to unbleached all purpose/plain flour, which is a mix of hard and soft wheat, and though while finer, it creates a dough that is silkier and maintains a chewiness when the dough is cooked.



### CROISSANTS WITH VANILLA AROMA - 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, vanilla aroma (3%), brewer's yeast, panevivo.



### BRAIDED DONUTS WITH VANILLA AROMA - 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, vanilla aroma (3%), brewer's yeast, panevivo.



### CROISSANTS WITH BACON AROMA - 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, bacon aroma (3%), brewer's yeast, panevivo.



### BRAIDED DONUTS WITH BACON AROMA - 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, bacon aroma (3%), brewer's yeast, panevivo.



### MINI DONUTS WITH VANILLA AROMA- 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, Vanilla aroma (3%), brewer's yeast, panevivo.



### DONUTS WITH VANILLA AROMA- 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, Vanilla aroma (3%), brewer's yeast, panevivo.



### MINI DONUTS WITH BACON AROMA - 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, bacon aroma (3%), brewer's yeast, panevivo.



### DONUTS WITH BACON AROMA - 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, bacon aroma (3%), brewer's yeast, panevivo.



### BRAIDS WITH VANILLA AROMA- 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, Vanilla aroma (3%), brewer's yeast, panevivo.



### BREADSTICKS WITH VANILLA AROMA- 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, Vanilla aroma (3%), brewer's yeast, panevivo.



### BRAIDS WITH BACON AROMA- 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, bacon aroma (3%), brewer's yeast, panevivo.



### BREADSTICKS WITH BACON AROMA- 100g

**Ingredients:**

Italian milled 00 wheat flour, warm water, egg yolk, sunflower oil, milk, honey, bacon aroma (3%), brewer's yeast, panevivo.





## PRINCE DOGGOS

### PANETTONE WITH BACON AROMA - 100g

**Ingredients:**

Soft wheat flour 00, milk, rice syrup, potato starch, sunflower oil, sodium bicarbonate, panevivo, bacon flavoring (0.06%).



### PANETTONE WITH VANILLA AROMA - 100g

**Ingredients:**

Soft wheat flour 00, milk, rice syrup, potato starch, sunflower oil, sodium bicarbonate, panevivo, Vanilla flavoring (0.06%).



### PANDORO WITH BACON AROMA - 100g

**Ingredients:**

Soft wheat flour 00, milk, rice syrup, potato starch, sunflower oil, sodium bicarbonate, panevivo, bacon flavoring (0.06%).



### PANDORO WITH VANILLA AROMA - 100g

**Ingredients:**

Soft wheat flour 00, milk, rice syrup, potato starch, sunflower oil, sodium bicarbonate, panevivo, Vanilla flavoring (0.06%).



### COLOMBA VANILLA & FRUIT - 100g

**Ingredients:**

00 wheat flour, whole wheat flour, Fresh Milk, egg yolk, potato starch, vanilla aroma (3%), sunflower oil, brewer's yeast, concentrated fruit (red orange 1.2%), Honey.






### CRUNCHY PROTEIN BAR - 100g

**Ingredients:**

Rice Syrup, puffed rice (33%), Carob Flour, Corn Flakes, Vanilla Aroma (1%), Inulin (Agave)



 Kg	 pcs 
1 - 5	0.5 - 1
6 - 10	1 - 3
11 - 15	3 - 4
16 - 20	4 - 5
21 - 30	5 - 6
31 - 40	6 - 7
41 - 50	7 - 8



## All things in moderation.

Treats, are not the best nutritional diet for any dog. They should be used in moderation to reward your pooch.

So if you're giving your pet too many — some sources say anything more than 10 percent of a dog's diet — you may be throwing complete and balanced nutrition out the door. Excess amounts of treats only hurt your canine companion.

# HEALTHY REWARDS FOR HEALTHY PETS



Hand  
Made



No  
GMO

No  
Artificial  
Colourants

No  
Artificial  
Additives



# HAUSE VON SPARTA KENNELS



The House Von Sparta have been operating in Malta for over 10+ years. They specialize in Breeding Pure Breed Rottweiler Champions. The Kennel is Recognized Internationally and run by Father Daniel Orsini and Son Gerson Orsini. The Kennel has a total of 10 Kennels which contain breeds such as Rottweilers, BullMastiff, French Bull Dogs & American Bullies.

In 2019 the Kennels have decided to switch all their nutrition on the Prince Diet.

Since then they have not looked back, achieving great results with The Taste of Nature Range. A Mix of Both Dry and Wet is used by the kennels according to various factors such as seasonality, dog metabolism and nutrition intake.

The Breeders also use Prince BARF on some of their dogs which are sensitive and require a more detailed diet.





# SUPER GRADE TRAINING PADS

more info on page 66



NEW



## WHY FISH OILS?

There's something 'fishy' about the balance between amounts of Omega 6 (vegetable oil) and Omega 3 (fish oil) in pet foods. Fatty acids are beneficial for inflammatory conditions and other health issues but it is important to get the right ratio between fish oils and vegetable oils.

Price controls how much vegetable oil is in pet food compared with costlier fish oils. Too much vegetable oil is known, in some cases, to promote inflammation and possible cancer growth. Dry coat, itching and skin allergies are the first signs that your pet's system is not functioning well.

### The Fact is...because we care

Omega 6 is high in ALA (alpha linolenic acid), an essential fatty acid found naturally in the individual body cells of a pet, and cannot be converted to Omega 3 - as in humans. Supplementing wet or dry pet foods with Omega 3 fish oil thus replaces the deficiency.

Being high in Omega 3 fish oils helps to support the physical and mental ability of your pet. Initially they were recommended in treating allergies but are now advocated in cases of kidney disease, elevated cholesterol and arthritis. Recent studies show the following benefits:

- anti bacterial properties
- anti allergic reactions to itching from bites or stings
- anti inflammatory
- calming effects to the body and mind
- ease pain from wounds
- aid mobility to joints and muscles
- support immune system, stamina and well-being
- ease constant moulting
- manage coat conditions during seasonal changes
- promotes glossy coat, bright eyes and fresh breath.

A natural healthy diet provides all round nutrition but it's important to follow feeding guidelines, as over-supplementation of Omega 3 can cause side effects, such as depletion of vitamin E, resulting in muscle weakness, loss of balance, eye problems and impaired immune response. The addition of resveratrol (fruits), and ascorbic acid, rosemary, oregano and lecithin oils and vegetables provides plenty of antioxidants to preserve the vitamin E, ultimately preventing other health issues from any side effects.

**Always ask!** If you are unsure our advice is readily available, but consulting a veterinary professional is import for total reassurance.

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## PRINCE MIRACLE OIL FOR DOGS

### INSECT REPELLENT - 500ml / 1L

PRINCE Miracle Insect Repellent Oil has been formulated to repel and intercept bites from all types of insects and fleas. The special blend of herbs will also discourage fleas from thriving on the dog's coat.

The composition of ingredients also helps to relieve and neutralize pain and itching, supporting an immediate healing process. This product is highly recommended for dogs that spend time outdoors or exercise in fields.

**Composition:** cold pressed rapeseed oil 48.5%, salmon oil 30%, herbal mixture 17%, vegetable oil special 3%, lecithin 1.5% - Total Composition 100%

**Organic Herbal blend:** peppermint, liquorice root, thyme, crushed garlic, marigold, camomile, yarrow, milk thistle

**Analysis:** crude protein 2.5%, crude fat 82.5%, crude fibre 4.5%, crude ash 1.5%, metabolic energy 30.6 MJ/kg



### ALLERGY REMEDY - 500ml / 1L

PRINCE Miracle Energy Oil has been developed to supplement the energy levels of active and working dogs, boosting the dog's system. This 100% natural product adds shine to the coat with high levels of omega 3 and 6 fatty acids and the combination of herbs contribute towards strengthening stamina, the immune system and well-being.

**Composition:** cold pressed rapeseed oil 54%, salmon oil 40.5%, herbal mixture 4%, lecithin 1.5% - Total Composition 100%

**Organic Herbal blend:** peppermint, ginger, nettle, horsetail, yarrow, milk thistle.

**Analysis:** crude protein 0.3%, crude fat 96.5%, crude fibre 0.5%, crude ash 0.3%, metabolic energy 35 MJ/kg



### ENERGY PLUS - 500ml / 1L

PRINCE Miracle Energy Oil has been developed to supplement the energy levels of active and working dogs, boosting the dog's system. This 100% natural product adds shine to the coat with high levels of omega 3 and 6 fatty acids and the combination of herbs contribute towards strengthening stamina, the immune system and well-being.

**Composition:** cold pressed rapeseed oil 54%, salmon oil 40.5%, herbal mixture 4%, lecithin 1.5% - Total Composition 100%

**Organic Herbal blend:** peppermint, ginger, nettle, horsetail, yarrow, milk thistle.

**Analysis:** crude protein 0.3%, crude fat 96.5%, crude fibre 0.5%, crude ash 0.3%, metabolic energy 35 MJ/kg



### JOINT REMEDY - 500ml / 1L

PRINCE Miracle Joint Remedy Oil contains herbal, fish and shellfish properties to support and prevent joint problems. It is useful for working dogs enduring strain or heavy exercise. With added benefits for older dogs, it is also highly recommended for all ages to maintain healthy joints and muscles. This 100% natural product will help to strengthen the immune system while contributing towards maintaining a healthy coat.

**Composition:** cold pressed rapeseed oil 57%, salmon oil 33.5%, green lipped-mussel 5%, herbal mixture 3%, lecithin 1.5% Total Composition 100%

**Organic Herbal blend:** peppermint, liquorice root, thyme, crushed garlic, marigold, camomile, yarrow, milk thistle

**Analysis:** crude protein 25.8%, crude fat 88.5%, crude fibre 0.5%, crude ash 0.9%, metabolic energy 34 MJ/kg



### 9 OILS FOR SHINY COAT - 500ml / 1L

PRINCE Miracle 9 Oils for Shiny Coat is a very high quality product which consists of natural oil extractions from Salmon, Sand Eel, Sprat, Pout, Whiting, Blue Whiting, Horse Mackerel, Mackerel and Herring.

It can be used as a daily supplement to the dog's diet and guarantees a glossy and stunning coat due to the high concentration of polyunsaturated fats which are a good source of cell membrane function and also help to reduce inflammatory response.

Ideal for dogs that suffer with itching problems.

**Composition:** salmon 60%, sand eel 26%, sprat 3%, pout 3%, whiting 2%, blue whiting 2%, horse mackerel 2%, mackerel 1%, herring 1% - Total Fish Oils 100%

**Analysis:** crude protein 0%, crude fat 100%, crude fibre 0%, crude ash 0%, metabolic energy 35.5 MJ/kg



## PRINCESS MIRACLE OIL FOR CATS

### ALLERGY REMEDY - 500ml

PRINCESS Miracle Allergy Remedy oil is 100% natural and particularly suitable for cats with skin irritation or a dull coat. The specially selected combination of oils and herbs works simultaneously to soothe itching and burning. The balanced content of Omega 3 and 6 fatty acids will also contribute towards a shiny, healthy coat.

**Composition:** cold pressed rapeseed oil 66.2%, salmon oil 1.5%, herbal mixture 16.5%, vegetable oil special 2.3% Total Composition 100%

**Analysis:** cold pressed rapeseed oil 66.2%, salmon oil 1.5%, herbal mixture 16.5%, vegetable oil special 2.3% Total Composition 100%



#### Feeding instructions:

It is important to shake well before use. This daily supplement can be given orally or mixed with wet or dry food. Daily dosage: 1 ml / 1 kg of body weight.

#### Feeding instructions:

It is important to shake well before use. This daily supplement can be given orally or mixed with wet or dry food. Do not expose to heat or direct sunlight. Daily dosage: 1 ml / 1 kg body weight.



# NATURE'S SECRET

## PRINCE SHAMPOOS

### Prince Nature's Secret Dog Shampoo All Coats with Shea Butter

**Ingredients:**

Water, Sodium Laureth Sulfate, Sodium Cocoamphoacetate, Glycerium, Polyquaternium-7, Glycol Distearate, Coconut Oil Amide EDA, Sodium Chloride, PEG-7 Glyceryl Cocoate, Fragrance, Guar Gum



### Prince Nature's Secret Puppy Shampoo All Coats with Chamomile & Honey Extract

**Ingredients:**

Water, Anionic, Non-Ionic, Amphoteric Surfactants, Glycerin, Glycol Distearate, Hydroxypropyl Methylcellulose, Isopropyl Alcohol, Acrylates Copolymer, Fragrance, DMDM Hydantoin, Tetrasodium EDTA.



### Prince Nature's Secret Dog Shampoo Flea & Ticks with Vitamin B5, Jojoba & Lavender Oil

**Ingredients:**

Water, Cocamidopropyl betaine, Anemone Glucoside, Sodium Laureth Sulfate, Sodium Glycol Distearate, Sodium Chloride, Panthenol Glycine, Propylene Glycol, Polyquaternium-10, Fragrance, Methylisothiazolinone, Tetrasodium EDTA, Citric Acid.



### Prince Nature's Secret Dog Shampoo Tan Coats with Morocco Nut Fruit Oil

**Ingredients:**

Water, Lauryl Alcohol Ether Sodium Sulfate, Sodium Chloride, Coconut Oil Amido DEA, Coconut Oil Amide Propyl Betaine, Polyquaternary Ammonium Salt-10, Penthenol, Glycerin, Ethylene Glycol Distearate,



### Prince Nature's Secret Dog Shampoo White Coats with Morocco Nut Fruit Oil

**Ingredients:**

Water, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Cocamide MEA, Sodium PCA, Dimethicone, Sodium Chloride, Citric Acid, Disodium EDTA, Fragrance, Styrene/Acrylates Copolymer,



### Prince Nature's Secret Dog Shampoo Black Coats with Morocco Nut Fruit Oil

**Ingredients:**

Water, Cocamidopropyl betaine, Coconut Oil Amido MEA, Sodium Laureth Sulfate, Anemone Glucoside, Sodium Glycol Distearate, Polyquaternium-10, Fragrance, Methylisothiazolinone, Tetrasodium



### Prince Nature's Secret Dog Shampoo & Conditioner Tangle Free with Aloe Vera & Chamomile

**Ingredients:**

Water, Coconut Based Surfactants, Macrocystis Pynifera Extract, Lavandula Angustifolia (lavender) Oil, tocopheryl Acetate (Vitamin E), Fragrance, DMD Hydantoin, Tetrasodium EDTA.



## PRINCE CONDITIONERS

### Prince Nature's Secret Dog Conditioner Ultra Soft Coats with Honey & Milk Extract

**Ingredients:**

Water, Cetanol, Cetearyl Alcohol, Steartrimonium Chloride, Dimethiconol, Fragrance, Sodium PCA, Lactic Acid, Methylisothiazolinone.



### Prince Nature's Secret Dog Conditioner Damaged Coats with Shea Butter

**Ingredients:**

Water, Cetanol, Cetearyl Alcohol, Steartrimonium Chloride, Dimethiconol, Sodium PCA, Lactic Acid, Butyrospermum Parkii, Methylisothiazolinone Fragrance.



PH  
BALANCED

NATURAL  
INGREDIENTS





## PRINCESS SHAMPOOS

### Princess Nature's Secret Cat Shampoo All Coats with Apricot Oil

**Ingredients:**

Water, Cocamidopropyl betaine, Sodium Laureth Sulfate, Glycerin, Glycol Distearate, Polyquaternium-47, Anemone Glucoside, Sodium Chloride, Panthenol, Fragrance, Methylisothiazolinone, Citric Acid.



### Princess Nature's Secret Kitten Shampoo All Coats with Cherry Essential Oil & Amid Acids

**Ingredients:**

Water, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Cocamide MEA, Allantoin, Sodium PCA, Dimethicone, Sodium Chloride, Citric Acid, Disodium EDTA, Fragrance, Styrene/ Acrylates Copolymer.



### Princess Nature's Secret Cat Shampoo Flea & Ticks with Tea Tree Oil & Shea Butter

**Ingredients:**

Water, Sodium Laureth Sulfate, Cocamidopropyl betaine, Propylene Glycol, Polyquaternium-10, Glycol Distearate, Cocamide MEA, Sodium Chloride, Butyrospermum Parkii, Polyquaternium-15, Guar Gum



### Princess Nature's Secret Cat Shampoo White Coats with Peony Essential Oil

**Ingredients:**

Water, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Cocamide Mea, Glycerin, L-Selenomethione, Glycol Distearate, Fragrance, Disodium EDTA, Methylchlorisothiazolinone,



### Princess Nature's Secret Cat Shampoo & Conditioner Tangle Free with Aloe Vera & Chamomile

**Ingredients:**

Water, Coconut Based Surfactants, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Chamomilla Recutita (Matricaria) Flower Extract, Tocopheryl Acetate (Vitamin E), Fragrance, DMDM Hydantoin,



## PRINCESS CONDITIONERS

### Princess Nature's Secret Cat Conditioner Ultra Soft Coats with Morocco Nut Fruit Oil & Omega 3&6

**Ingredients:**

Water, Cetostearyl Alcohol, Behentrimonium Chloride, Propylene Glycol, Fragrance, Hydroxy Propyl Benzene



## SHAMPOO DIRECTIONS:

Mix 10 parts warm water to 1 part shampoo. Apply to wet coat. Work up lather. Allow up to 5 minutes. For extremely dirty coats add pure, undiluted shampoo into lather and work into the coat. Allow to set for 5 minutes. Rinse and repeat. Store undiluted shampoo in a cool dry place. Shake well before use.

## CONDITIONER DIRECTIONS:

For ultimate in conditioning: Apply 'Ultra Soft' Conditioner concentrate directly to wet clean coat. Rinse thoroughly. For soft conditioning: Simply mix 10 parts warm water to 1 part 'Ultra Soft' Conditioner. Apply to wet clean coat. Rinse and repeat as needed. Store undiluted conditioner in a cool dry place.





## PRINCE TRAINING PADS

When it comes to toilet habits, rewarding your pet for taking control will achieve a quick result – dogs like to please!

Daily routine is important for any form of training and by keeping feeding and exercise duties regular, toileting will become regular too.

Ultimately pets will go outside to use the toilet but training pads help to ease the stress in times of need.

### SUPER GRADE TRAINING PADS

- Up to 3 times more absorption
- Bamboo charcoal has high porosity to absorb impurities and odours

Packets of 40 training pads - Available in 60x60 & 60x90

#### Lavender



#### Baby Powder



#### Herbal

Helps to promote calmness



## FOR A CLEANER HOME

- Puppies have poor bladder control and need to urinate every few hours – a big problem when you are not available to take them out.
- For elderly or sick dogs and those suffering from incontinence.
- For bitches in season – a great safety deterrent.



**Super absorbent powder which converts to liquid gel droplets.**



## PRINCE BACTERIAL CLEAN

Ideal for pets that suffer from contact allergy, it prevents dermatitis and pyoderma problems as it is free of high concentrations of quaternary ammonium salts, ammonia, bleach and other components and the caustic elements that maybe harmful when in contact with coat and eyes.

**Bacterial Clean**, in accordance with legal recommendations, inhibits the proliferation of small flying insects. It can be applied on any type of hard flooring and is an excellent replacement for conventional chemical detergents. PRINCE Bacterial Clean is highly concentrated and can be used sparingly. It will clean and sanitise all types of flooring (terracotta, granite, marble, waxed wood) and pets bedding, dens, grooming tables and more.

## PRINCE MAGIC TOWEL

Highly absorbent premium PVA chamois material

- 2mm thick – 66 x 43cm
- Absorbs 5 times its weight in liquid.
- Soft, non-toxic and stain resistant, with nano-antibacterial properties.
- Durable, re-usable and machine washable.
- Pet bathing - adds sheen to the pets fur when drying.
- Can also be used also for cars, home appliances and house hold cleaning.
- Wipes dry without leaving marks.

### AVAILABLE IN THE BELOW COLOURS



**CITRUS**  
Limes, lemons and oranges



**WHITE MUSK**  
Long Lasting Aroma



**ROSE FLOWER**  
Scented Garden

**PROTECT YOUR PET  
PROTECT YOUR HOME**





## PRINCE & PRINCESS CLEANSING WIPES

A chemical free natural, hypoallergenic product, combining lanolin, vitamins and essential oils to gently deodorise and refresh your pet without causing redness or irritation.

- Freshen and clean between bathing
- With aloe vera lanolin for shiny healthy coats
- Long lasting

**80 Moist Wipes in each Packet**

**BABY POWDER** - Deodorising Skin Care



**CITRUS** - Vitamin C & E to Freshen and Moisturise



**CITRONELLA** - Essential Oil Insect Repellent



**DANDER DESTROYER** - Helps to remove loose skin that may cause allergic reactions to sensitive pets



**COCONUT** - Soothing & Healing



**LAVENDER** - Calming Effect



Ideal  
for  
dogs,  
cats,  
puppies  
and  
kittens





## PRINCE SCENTED POO BAGS

### 100% BIODEGRADABLE

- Encouraging pet owners to be responsible
- Be aware of health hazards and respect the environment
- Clean up in a public place where others have the right of access

SUITABLE FOR ALL DISPENSERS

### POO BAG REFILLS -



### POO BAG DISPENSERS -



OxoBiodegradable™ The plastic used for these bags will convert to water, carbon dioxide and biomass in the presence of soil, heat, moisture and oxygen. Like a fallen leaf it will disappear over time.

80 bags 4 x 20 bags per roll 31 x 22cm  
40 bags – with dispenser 2 x 20 bags per roll 31 x 13cm



# BUGZ FREE T-SHIRTS

Repels mosquitoes, ticks,  
flies and fleas Safe for  
humans, dogs and  
children

The process binds a proprietary chemical formula tightly to fabric fibres using Nano-tech resulting in effective, odourless insect protection that lasts the expected lifetime of apparel. BUGZFREE Repellent Apparel feels and smells the same as other clothing, putting insect repellence near the skin – not on it.

- Protection is invisible
- Long lasting

Available in 3 colours: blue,  
red, burgundy Sizes: 12 - 14 -  
16 - 18 - 20 up to 28

## MAKE SURE THE BUGS DON'T BITE!

The effectiveness of repellent apparel is registered to last through 20 launderings- the expected lifetime of a garment. This is also well beyond the life of most performance finishes commonly used in the technical-apparel industry. Testing Inspection Partner GEO Chem Consumer Product Lab.





## PRINCESS CAT LITTERS

Bringing outdoors indoors for a safe and hygienic way to help cats take control of their toilet habits.

### SILICA - GEL BASED 3.6kg – 1.8kg EASY TO SCOOP

Suitable for adult cats and kittens as it is soft on the paws. Includes litter shield for extended life.

- Antibacterial
- Absorbs instantly reducing bacterial growth
- Dust free
- Earth friendly
- Superior odour control
- Lasts up to 40 days
- Easy storage



3.6KG

1.8KG

#### Instructions for use:

Fill the tray approximately a 5-cm layer of litter. Remove solid waste. Stir the litter thoroughly. Change the litter once a month. A change of colour does not affect power of absorbency.

#### Recommendations:

Store litter in a dry place. For one adult cat replace the litter once a month; for more cats replace more often.

#### Important:

It is also suitable for kittens, birds and small dogs. Litter can be disposed of in an environmentally friendly way.

### CLUMPING 20kg – 10kg – 5kg REGULAR

For clean and easy disposal

- Bentonite absorbent clay
- Dust free
- Super absorbent
- Long lasting
- Unscented

5KG



10KG

20KG

### CLUMPING 20kg – 10kg – 5kg ELITE SUPER FINE

5KG



10KG

20KG

#### DID YOU KNOW?

##### Cats love a routine

Feeding at the same time each day will help towards regularity when using the litter tray.

Good quality food goes a long way towards producing less waste.

Check our range of Litters we have a good selection designed for different needs.





### ECO- FRIENDLY CAT LITTER

#### Unique Eco Friendly all Natural Cat Litter

- Bio degradable and safe to flush away in the toilet
- Litter will clump within seconds for easy disposal
- In normal conditions 6 litres will last up to 40 days for one cat

#### Food-graded materials and additives

Harmless for pets and the environment

#### Excellent for odour control and coagulability

Originating from botanical resources

- Low in dust
- Scoopable
- Flushable
- Ideal for normal cat litter trays

# 6ltr



## STRAWBERRY



## LAVENDAR



## GREEN TEA



## COFFEE

**100% BIODEGRADABLE**  
...because we care



### CLUMPING SILICA GEL

For maximum performance – Safe Hygiene

200% super absorbent 5 Ltr



- Yellow
- Pink
- White
- Blue



# EASY TO SCOOP



## PRINCESS CAT LITTERS

CLUMPING 5ltr SCENTED

- Betonite clay • Super fine • Dust free



5ltr

LEMON



LAVENDAR



APPLE



BABY POWDER



ROSE

10ltr

### DID YOU KNOW?

#### Benefit of Reishi Extract!

Reishi Extract a mushroom that prevents allergies and soothes itching.



# TOP 10 LITTER TIPS

- 1 Choosing litter.** Cats like it fine, they like it soft. Clumping litter are finer grains, clay litter reduces odours.
- 2 Choosing a tray.** Designer trays for owners may not suit their cat, covered trays require more attention but for the cat - plain and simple is all it needs.
- 3 Location.** Convenience and privacy are the two main points of location - ideally placed away from water and feeding bowls.
- 4 Training.** Instincts will generally guide a cat to its litter tray, make it accessible, make it fun and leave the business to the cat!
- 5 Odour.** Scented litter will mask odours but if you have a fussy cat then keep an air freshener near the litter box.
- 6 Cleanliness.** Cats like to be clean, a daily scoop is first on the agenda and litter changes, according to needs, followed by a good scrub with a delicate solution to maintain familiarity of its territory.
- 7 Depth of litter.** Less is more, no more than two inches in depth is about all a cat will need and long haired cats prefer a smooth slick surface. Adding extra litter also adds a problem to cleaning.
- 8 Multi Litters.** For peace and harmony, multi cats, multi litter trays stops queuing for the bathroom.
- 9 Problems.** If your cat stops using the litter tray, check with your veterinarian as medical problems might be the cause, otherwise it's your cat being a cat and looking for attention, perhaps?
- 10 Behaviour.** Punishing a naughty cat is not the answer, nor banishing it to the great outdoors. For ongoing or complex situations, an animal-behaviourist will have the experience to help resolve any issues of concern.







### ULTRA PREMIUM CLUMPING

Zeolite enhanced NEW and improved formula

### ZEOLITE ENHANCED NEW AND IMPROVED - 12ltr & 6ltr

FORMULA Eco Friendly

- Easy to scoop
- Odour control
- Very strong clumping
- Antibacterial
- Antistatic



12ltr

6ltr



The best odour control cat litter due to its unique zeolite-enhanced formula



Way longer lasting than any other mineral-based clumping cat litter



Very strong, instant clump formation (stone-like clumps)



Lighter than conventional mineral litters

Less stickiness to the bottom of the tray

Cleanest white micro granule





**Eat, Sleep and Play** are three points of focus when giving your pet something to come home to.

- Good food, we have Treats, we have and toys and also pet care products, but there's nothing like the home comforts of a cosy bed to nestle into. As with humans a pet's bed is equally important for healthy rest and our range of bedding offers the 'lap' of luxury to the complete pet family. From puppies and kittens to grown ups and the elderly, especially if stiff and tender joints need special care.

- To compliment our good food we have a selection of feeding bowls for cats and dogs to manage every type of digestive system; from non tip to healthy care and bowls for slowing down those dogs that eat like there's no tomorrow!

- Cats, at home, still need the mental stimulation of being outdoors and by taking delivery of what we call the 'cat's whiskers' in recreational cat furniture we are helping to save curtains, carpets and even the sofa from the devastation that a cat will innocently enjoy.

- For the odd times, when your pet needs transporting; holidays, shows, away days or a visit to the vet our pet carriers provide safety with comfort - but a little training might be needed to help them on their way!



## PRINCE & PRINCESS FEEDING BOWLS

**You are what you eat but what you eat out of makes all the difference.**

A selection of feeding bowls to help cope with a range of eating habits: enhance table manners and make meals times go easy on the digestive system.

- **Non tip**
- **Scratch resistant**
- **Anti-skid to prevent sliding**
- **Durable, easy to clean, high quality stainless steel**
- **Bonded rubber 100% silicon rubber ring**

### ANTI SKID PANTONE



KE-320\_P

8oz	Cat Bowl
8oz	Puppy Bowl
16oz	Dog Adult
24oz	Dog Adult
32oz	Dog Adult
64oz	Dog Adult
96oz	Dog Adult

### ANTI SKID PANTONE INSIDE



KE-320\_IP

8oz	Cat Bowl
8oz	Puppy Bowl
16oz	Dog Adult
24oz	Dog Adult
32oz	Dog Adult
64oz	Dog Adult
96oz	Dog Adult



**ANTI SKID PANTONE INSIDE WITH STRIPES**



8oz	Cat Bowl
8oz	Puppy Bowl
16oz	Dog Adult
24oz	Dog Adult
32oz	Dog Adult
64oz	Dog Adult
96oz	Dog Adult

KE-320\_PI

**WOODEN HOLDER W/ STAINLESS STEEL BOWL**



1/2 PT	SMALL
1 PT	MEDIUM

KE-327\_WB



**ANTI SKID BELLY DOUBLE COLOUR**



8oz	Cat Bowl
8oz	Puppy Bowl
16oz	Dog Adult
24oz	Dog Adult
32oz	Dog Adult
64oz	Dog Adult
96oz	Dog Adult

KE-460\_DC

**ANTI SKID PLAIN INSIDE CERAMIC FINISH**



8oz	Cat Bowl
8oz	Puppy Bowl
16oz	Dog Adult
24oz	Dog Adult
32oz	Dog Adult
64oz	Dog Adult
96oz	Dog Adult

KE-320\_CF





## PRINCE & PRINCESS LUXURY PET BEDS

AND SO TO BED... ranging from cosy and comfortable to warm and durable. Covers with removable zipper, handle, anti-slip bottom, hangtag and wash label.

### PRINCE FOR DOGS MESSAGE BEDS

Printed canvas - with logo and handle, - anti-slip bottom

Home is where your dog lives Life is just better when I'm with my dog

Small - 50 x 35 x 10cm  
Medium - 68 x 53 x 10cm  
Large - 91 x 58 x 10cm



A607135



A607134

### PRINCE FOR DOGS DEEP LUXURY IN DARK BLUE

Small - 58 x 46 x 21 cm  
Medium - 64 x 53 x 22cm  
Large - 72 x 63 x 23cm



DF1710014  
DARK BLUE S/M/L

### PRINCE FOR DOGS COSY IN COLOUR

Green • Lilac • Light Blue • Orange

Small - 50 x 40 x 25cm  
Medium - 60 x 50 x 25cm  
Large - 75 x 60 x 25cm



A609145A  
GREEN S/M/L

A609145C  
LILAC S/M/L



A609145D  
BLUE S/M/L



A609145E  
ORANGE S/M/L



**HEALTHY ADULT DOGS ARE  
KNOWN TO SLEEP UP TO 12 -  
14 HOURS THROUGHOUT THE  
DAY AND NIGHT!**



**PRINCE FOR DOGS AND PRINCESS FOR CATS  
LUXURY BEDDING**

Pink for a girl and Blue for a boy

- X-small - 47 x 39 x 12cm
- Small - 61 x 50 x 13cm
- Medium - 75 x 59 x 14cm
- Large - 90 x 69 x 15cm



**YF98601**  
Blue/Pink XS/S/M/L

**PRINCE FOR DOGS AND PRINCESS FOR CATS FLAT  
BEDS WATER REPELLENT & INSECT REPELLENT**

Lightweight and breathable fabric ideal of outdoor and indoor use.

- Available in 9 colours: Red • Coffee • Rose • Orange • Charcoal • Beige • Green • Olive • Black

- Small - 60 x 80cm
- Medium - 80 x 100cm
- Large - 100 x 120cm



Travelling in style – ideal for any journey to keep your dog or cat safe, secure and comfortable.

**Pet Carrier Bags – available in two sizes**

- Black meshed both sides for ample air circulation
- Convenient handle and removable shoulder strap
- End zipped pocket for storing pet documents
- Removable base for easy cleaning



IDEAL FOR  
SMALL DOGS  
AND CATS

**YS214168**

43cm x 47cm x 39cm



**YF5204M**  
Cat 36cm



**YF5204L**  
DOG 43cm

**FOLDING CAT BEDS**

(available in different fabrics)  
38 x 38 x H 37cm

**YS213302**



40x40xH15cm

**214072-2B**



# PRINCE & PRINCESS LUXURY PET BEDS

## PRINCE FOR DOGS SOFA BEDS

Home is where your dog lives

Small - 90 x 68  
Medium - 105 x 85

A702101-S  
A702102-M



## PRINCE FOR DOGS LUXURY IN DARK BLUE STRIPED

Small - 45 x 35 x 21 cm  
Medium - 60 x 55 x 22cm  
Large - 80 x 60 x 23cm

A701301



## PRINCE FOR DOGS COSY IN BEIGE OR BROWN

Small - 45x35x20cm  
Medium - 60x55x20cm  
Large - 80x60x20cm

A802101  
BEIGE S/M/L



A802102  
BROWN S/M/L



## PRINCE FOR DOGS & PRINCESS FOR CATS COSY TRIANGLE HOUSES

Ideal for small dogs, puppies and cats

35cm x 35cm x 40cm

A807301  
Blue

A807301  
Grey



## The Facts of Stress

Like us, dogs can and do experience stress. Just as stress can make us feel afraid or hyper or edgy or irritable, it can do the same to our dogs. It is a well established fact that chronic or long-term stress will likely have a detrimental effect on a dog's behaviour, health and overall well-being.

The systems in the dogs body which control stress are virtually identical to those in our body. Stress affects an individual both physiologically and emotionally, and the two are always interconnected. The biggest difference between "good" stress (eustress) and "bad" stress (distress) is the length of time the organism is under stress and a matter of how the stress affects the subject emotionally. When something stressful happens the body falls under control of the Sympathetic Autonomic Nervous System (SANS). Note that the brain is hard-wired to always remember negative emotional responses to help ensure our future safety. When the dog is stressed or frightened, dopamine and noradrenaline are released causing the stimulation and anxiety of the CNS. If the dog is chronically stressed these two neurotransmitters can become depleted causing depression.

Common causes of stress in dogs are: grief due to loss of a companion (human or animal), living with a family that frequently argues; excessive stimulation (too much play, daycare, dog sports, etc.), insufficient stimulation, too many dogs per available space, any change in their environment (schedule, people, animals, increased noise), punitive training (shock, choke and prong collars), a mixture of reward based training and corrections based training, inappropriate play partners, unreasonable expectations by us (we expect our dog to always like all people and all other animals in all situations), insufficient social time/family time, traumatic events, and many more.

Dogs express themselves and communicate with body language, vocalisations and behaviour. By getting familiar with our dogs' bodies, we can tell when they start to feel stressed. It is imperative to look at the entire body and not just isolated parts to get the best understanding of what your dog is feeling. When stressed a dogs behaviour will often change. Common behaviours that are often stress induced are: being restless, an inability to relax, poor sleeping habits (less than 17 hours of sleep per day), excessive sleeping, becoming jumpy/hyper vigilant, irritable, destructive, excessive self-grooming, loss of appetite, obsessive/compulsive behaviors (e.g. shadow chasing), an inability to focus, hyperactivity, increased urination and defecation, and vomiting and diarrhoea.

The easiest way to deal with a dog under stress starts with understanding and then removing the dog from the

situation/context where the stress occurs. While this does not solve the problem, it is a temporary fix which will make the dog feel better. Some vets may also recommend changes in diets, treatment with complementary therapies (Bach Flower Remedies, herbs, homeopathy) if they are so qualified, and if they are a veterinary behaviourist they may recommend the use of certain drugs

Medically, it has been established that chronic symptoms of anxiety and stress can crumble our body's immune system. Irrespective of the nature of the causes of stress real or perceived - the subconscious mind reacts with the same body response by releasing stress hormones equal to the degree of fear, worry or sense of threat. It brings about changes in the body's biochemical state with extra epinephrine and other adrenal steroids such as hydrocortisone in the bloodstream. It also induces increased palpitation and blood pressure in the body with mental manifestations such as anger, fear, worry or aggression. In short, stress creates anomalies in the dog's body's homeostasis. When the extra chemicals in the bloodstream don't get used up or the stress situation persists, it makes the dog prone to mental and physical illnesses.

A bored pet dog would chew, destroy things or move objects in and around the household, eat or drink excessively, and sometimes, even create inflammation conditions like "lick granuloma" (usually an ulcerated area on a dog's wrist or ankle caused by the dog's own incessant licking). They also tend to bark a lot when they are bored. Stressed out dogs show signs of shaking, trembling, restlessness and destructiveness. It is just as important to treat boredom, as it is to treat anxiety.

When the stress factor is persistent or repetitive, the body keeps secreting the stress hormones and their blood levels remain continuously at a higher level and hence the associated functional adjustments. The body now experiences stress with extra burden due to the side effects of the persistently high stress hormones. Some irreversible physiological damages of the brain and related stress physical symptoms like organ damage are caused by these substances. Even when the stress factor is absent some of these physical and physiological effects of stress persist unless steps are taken to treat them.

Its very important for your pet to keep active both physically and mentally. Brain games and puzzles challenge your pet in new ways, helping to entertain them and to calm them. Mental activity can effectively release built up energy in a positive manner.

© Robert Spiteri 2014



**ROBERT SPITERI**  
Malta Dog Training

**An avid supporter of  
PRINCE AND PRINCESS**

## DID YOU KNOW?

There are four key things to remember about a dog under severe stress:

- reacting instinctively without thought
- increased level of arousal/reactivity/aggression
- ability to learn is severely disabled/nonexistent
- chronic stress can be debilitating

## REVERSIBLE QUILTED SOFA PROTECTION

Protects furniture from children, pets, spills and more. With longer back to stay in place. Made from natural materials 100% hypoallergenic to reduce the risk of allergic reactions. Machine washable. Brown/Green • 2 sizes  
154 x 180cm • 220 x 180cm

**220 x 180cm**  
**UC10022**

**154 x 180mm**  
**UC10023**





# PRINCESS RECREATIONAL CAT FURNITURE



CAT SCRATCHER TREE  
YS85407  
45 x 45 x H119cm



CAT SCRATCHER TREE  
YS85412  
31 x 31 x H52cm

Made from natural durable sisal and comes with a carpet base for resting.

- Excellent for climbing and scratching
- Keeps your cat away from other animals
- Great for single cat homes
- Easy to assemble with step by step instructions and tools

When the mice  
are away the  
cats will play



CAT SCRATCHER TREE  
YS85408  
49 x 35.5 x H90cm



**CAT SCRATCHER TREE**  
YS95718  
36.5 x 36.5 x H40cm



**CAT SCRATCHER TREE**  
YS87224  
49 x 49 x H124cm



**CAT SCRATCHER TREE**  
YS95720  
33.5 x 33.5 x H40cm



A great way to save your furniture, carpets and curtains from wear and tear



**MONKEY SISAL SCRATCHER**  
113017  
• 28 x 17 x H17cm



**LION SISAL SCRATCHER**  
113017  
• 28 x 17 x H17cm

1



2



3



**ANIMAL SHAPE CAT SCRATCHER**  
YS73242  
53cm • Three way us



PRINCE  
TOY COLLECTION

# DENTAL CARE

TR2021L



## EXERCISE THE JAWS

Sports Ball Set x6  
For Quality play time  
Tough but Gentle  
on the teeth



TR6523

# TOYS

VA5016



VA5015



Some Squeezable  
toys might not be  
suitable for dogs  
with a big bite

## SOFT TREATS BALL



# SQUEEZABLE



TR6548



TR6577

DOGS WILL TIRE  
OF THE SAME TOY,  
CHANGE IS GOOD FOR  
MENTAL STIMULATION



TR6540



TR5001

## MENTAL STIMULATION INTERACTIVE LEARNING





## NUTRITIONAL TIPS FOR YOUR DOG'S HEALTH

### Tips to support one dog in optimal shape

As a caring pet owner it's your responsibility to make sure you are feeding a healthy diet. Dogs depend on you to choose the right diet and it is important to have the correct information to hand. Longevity of a dog depends primarily on adequate feeding patterns suited to its needs – wrong decisions might be harmful to its lifestyle.

**Minimize fillers:** One of the most fundamental rules to lower the risk of health issues is to identify the ingredients – distinguish poor ingredients such as corn and wheat. Product fillers are a common use in most pet foods, which also call themselves premium, so one must take extra care to read the labels because allergens are one of the most common problems and it is of pivotal importance to choose a food free from such fillers.

**Avoid preservatives:** Preservatives are sometimes toxic to a dog's liver. Examples are: BHA, BHT, Ethoquin – be sure to avoid them.

**Look for named meats:** Avoid diets with meat 'by products' and look for declarations which name the meat such as chicken, fish or lamb – in dry food this is important.

**Fats:** It's important to check the difference between healthy fats and oils and polyunsaturated fats. Fats such as chicken, and in particular pork fat, which is very unhealthy, against the benefits of flax and sunflower oil. Avoid ingredients which just state animal fats or vegetable fats.

**Water:** Water is a vital and indispensable nutrient for a dog or any living organism. Make sure your dog stays hydrated by always providing plenty of fresh, clean water.

**Do not feed too often:** Discipline and feeding methods are rules to apply from day one. Avoid feeding too often as it may encourage fussy eating – if spoiled be prepared to suffer the consequences!

**Feed age appropriate food:** Always follow guidelines from puppy to adult stages. A puppy formulation is different from an adult diet as it requires stronger nutrients.

**Look for a good ratio of nutrients:** When selecting a diet for your dog you must make sure it combines the adequate ratio of proteins derived from animal proteins, carbs, healthy fats, essential amino acids, minerals and vitamins.

**Check size of the kibble:** Always choose a suitable kibble for your dog. Selecting the wrong kibble can discourage your dog from eating.

**Create a feeding schedule:** It is highly recommended to feed dogs two or three times (max) a day – dividing meals proportionately to boost metabolism. Do not over feed.

**Feeding more than one dog:** If you own more than one dog feed separately. Use separate bowls to monitor intake.

- Do not stare at your dog while eating – it will become anxious.
- Avoid bones as these may cause obstruction or laceration of a dog's digestive system.
- Avoid table scraps it will lead to bad habits.
- Limit treats – they may lead to weight gain if not monitored against food.
- Don't leave your pet's bowl out during the day and wash well after each meal.
- When switching food always mix the new with the old to avoid digestive problems.
- Exercise is always very important. Play fetch, go for a walk, or a run, safely, alongside your bike.
- Always wait 30 minutes between feeding and exercise.






The above tips are basic rules on how to keep your dog in a good mental and physical state. It is always important to research nutrition, and before introducing a dog in to your home remember your commitment so be sure when you decide to adopt a dog you are ready to take care of it for life and in return it will be your friend for life!

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## DOG & CAT FEEDING GUIDELINES

kg	Daily Calorie Requirement	Mixed Wet and Dry Diet	100% WET DIET	100% DRY DIET	
<b>TOY</b>					
<b>All measurements are in grams per day</b>					
4	269	175 + 40	345	80	
5	318	205 + 50	410	100	
<b>SMALL</b>					
<b>All measurements are in grams per day</b>					
6	364	235 + 55	470	110	
7	409	265 + 60	525	125	
8	452	290 + 70	580	140	
9	494	320 + 75	635	150	
10	534	345 + 80	690	165	
<b>MEDIUM</b>					
<b>All measurements are in grams per day</b>					
12	613	400 + 90	790	190	
14	688	400 + 115	885	210	
16	760	400 + 140	980	230	
18	830	400 + 160	1070	255	
20	898	400 + 180	1155	275	
22	965	400 + 200	1240	295	
24	1030	400 + 220	1325	315	
<b>LARGE</b>					
<b>All measurements are in grams per day</b>					
26	1094	600 + 190	1410	335	
28	1156	600 + 210	1490	350	
30	1218	600 + 230	1570	370	
32	1278	600 + 250	1645	390	
34	1338	600 + 265	1720	410	
36	1396	600 + 285	1800	425	
38	1454	600 + 300	1870	445	
40	1511	800 + 270	1945	460	
<b>GIANT</b>					
<b>All measurements are in grams per day</b>					
45	1654	800 + 315	2063	505	
50	1786	800 + 355	2232	545	
55	1919	800 + 395	2398	585	
60	2048	800 + 435	2560	625	

kg	100% WET DIET	100% DRY DIET	70% WET DIET + 30% DRY DIET	
<b>All measurements are in grams per day</b>				
0-1.5	70	12-21	49	3.6-6.3
1.5-2.5	70	21-31	49	6.3-9.3
2.5-4.5	140	31-52	49-140	9.3-15.5
4.5-6.5	210	52-73	140-210	15.6-21.9
6.5-9	210	73-98	140-210	21.9-29.4

