

100% GUARANTEED QUALITY GERMAN PRODUCTS



HAPPY CAT[®]
SUPREME

**More wellness
for your cat**

Contents

The World of Happy Cat	4
Happy Cat Fit & Well	6
LifePlus Concept.....	8
Are you feeding properly?.....	10
Products.....	14
Analyses.....	19

SUPREME
HAPPY CAT[®]
Naturally healthier!





Feed with confidence



Dear cat-lovers,

For over 250 years, our family business has had its home in the Bavarian town of Wehringen, amidst the magnificent foothills of the Alps.

Here we produce a unique combination of pure natural ingredients, mainly from local farmers, aromatic herbs and much more in our innovative products. **In genuine foodgrade quality, with assured origin.**

Under strict quality control we produce unique recipes in selected quality as nature intended – to keep your cat more healthy.

The health and vitality of your pet are both an aim and an obligation for us – from kittens to "senior cats".

Happy Cat stands for the very highest quality "Made in Germany". More than ever before, pet food is a matter of trust.

Yours sincerely

GEORG MÜLLER
PROPRIETOR AND MANAGER



GEORG MÜLLER, PROPRIETOR AND MANAGER



- **Made in Germany**
- **With highest quality raw materials in foodstuff quality, with no vegetable protein extracts and no wheat – raw proteins from freshly slaughtered animals**
- **No chemical colourings, aromas or preservatives**
- **Natural variety through a wide selection of recipes**
- **When purchasing, we take care **not to obtain genetically modified raw materials** and use home-grown ingredients wherever possible.**
- **Highest gourmet quality**
- **Good digestibility**
- **Strict quality controls guarantee optimum production standards and constant high quality**



Fit & Well – more wellness for your cat

Every day, cats show us how to enjoy life's creature comforts. Wellness and a healthy diet are the perfect companions, since anyone who has a varied balanced diet also feels healthy and well.

This is the **HAPPY CAT FIT & WELL** approach – with a selected variety of recipes - just as Nature intended. The wide variety of ingredients optimally support your cat's metabolism. Therefore your cat feels thoroughly **FIT & WELL**.

HAPPY CAT FIT & WELL –
more wellness through more variety:

- high quality, easily digested ingredients
- in highest gourmet quality
- with the unique Happy Cat LifePlus Concept **HAPPY CAT LIFEPLUS CONCEPT**

Selected variety – active metabolism – healthy cat:

- ☀ **Skin and hair** –
thick, glossy fur and a healthy skin
- ☀ **Care of teeth** – strong and healthy teeth
- ☀ **Resilient immune system** – lively temperament
- ☀ **Stomach & intestines** – optimum digestibility
- ☀ **Control of hair-balls** –
natural excretion of hair-balls
- ☀ **Control of bladder stones** – optimum pH value of urine

= ☀ ☀ ☀ ☀ ☀ ☀ **Wellness**

**More wellness
for your cat**

*Selected variety –
modelled on nature!*

**HAPPY CAT
LIFE PLUS
CONCEPT**
NATURALLY HEALTHIER



Unique and always at hand:

With its highly effective and varied natural ingredients the unique **HAPPY CAT LIFEPLUS CONCEPT** supports your cat's metabolism and enables the best possible utilisation of nutrients. Therefore your cat feels thoroughly **FIT & WELL**.

HAPPY CAT LIFE PLUS CONCEPT

NATURALLY HEALTHIER

» **Linseed** «
with vital Omega-3 and
Omega-6 fatty acids



» **Selected Herbs** «
(e.g. thyme, rosemary,
ramson) with valuable
essential oils



» **Chicory Root** «
contains the natural
source of fibre, Inulin



» **Apple** «
with natural fibre
and pectin



» **Natural silica** «
– fossilised algae
from prehistoric times

Original Kanne®
» **Fermented cereal** «
with natural
lactic acid



Are you feeding properly?



What can be done about fussy eaters?

Some cats like variety in their food – sometimes even between mouthfuls! Simply try offering two or three varieties of **HAPPY CAT FIT & WELL** mixed together. **HAPPY CAT SENIOR** can be included, even for younger cats, and fussy kittens can be given some **HAPPY CAT ADULT** varieties in the mix.

Is my cat considered “older” yet?

With increasing age, you should pay attention to a specially gentle diet. Therefore we have a special product for cats from 10 years of age: **HAPPY CAT SENIOR**. For older, very inactive cats, **HAPPY CAT LIGHT** can be mixed with the “Senior” food in order to prevent your cat from becoming overweight. Regular examinations by the vet also help to diagnose and do something about other age-related conditions in good time.

My cat has a tendency to put on weight!

In the case of weight problems it is essential to use a reduced fat food and thus provide optimum support for the metabolism. Offering reduced portions, checking the cat’s weight regularly and including **HAPPY CAT LIGHT** in the diet all help to prevent excessive weight. For “slimming” it can be given on its own, or with the fat-reduced adult variety Voralpen-beef and of course in smaller quantities!

What can I do about digestive problems?

Animals with delicate digestive systems should only be fed very high-quality food – such as **HAPPY CAT FIT & WELL**. Once you have found the right food, avoid making changes wherever possible, or introduce changes very gradually over approx. 7 days. Frequent problems mean the cat should be taken to the vet for a thorough examination.

When can I start giving my kitten “adult” cat food?

Although some large breeds of cat can take up to 4 years to reach full maturity, most cats have reached physical maturity at around 9 – 12 months.



Young cats therefore only need to be fed **HAPPY CAT JUNIOR** up to this age at the latest. If necessary - for example with "little fatties" - you can also change over to the Happy Cat Adult varieties even sooner.



What is the right feeding quantity?

The feeding quantities refer to the daily ration and are only intended as recommendations. The cat's requirements depend not only on its

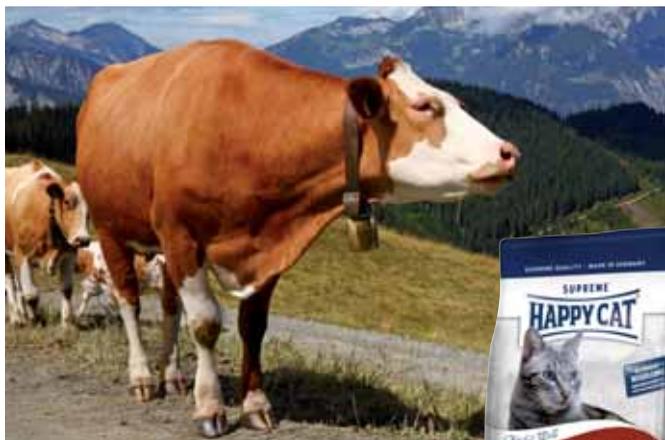
physical activity, but also on its individual metabolism. The feeding quantity should be reduced for cats with weight problems. Very slim and active cats may be given more. Because of the high quality and easily digestible ingredients, you only need to give comparatively small quantities of **HAPPY CAT FIT & WELL**.

What food is good for coat and skin problems?

Only the best ingredients and a high content of essential nutrients – as is the case with all **HAPPY CAT FIT & WELL** products – ensure optimum care and provide the best possible basis for a soft, shiny coat and healthy skin. In case of itching and recurring problems, a vet should be consulted to determine the cause.

How can the formation of bladder stones be prevented?

Cats are originally “desert animals” and their urine can become very concentrated. They therefore have a tendency to suffer from bladder stones. The recipes of **HAPPY CAT FIT & WELL** products take this predisposition into account. However, your cat should always be given sufficient fresh water. Where possible offer several “drinking points” around the home and do not offer the water right next to the feeding bowls. If a cat has a strong predisposition, it may have



problems whatever preventive measures are taken, and so should be watched carefully.

What special considerations are there for long-haired cats?

When washing themselves, long-haired cats often swallow considerably more hair than their short-haired counterparts. If the coat is dull, it becomes matted more easily. High quality food – such as **HAPPY CAT FIT & WELL** – ensures a silky coat and is a must in these cases as it has ingredients to help prevent the formation of hairballs! However, even the very best cat food is no substitute for regular, thorough grooming by responsible cat owners!

How can I keep my cat's teeth healthy?



It is well known that dry food is very important to strengthen and care for teeth. Although it cannot completely prevent plaque if the cat has a tendency to this, it can at least postpone its occurrence. A further important aspect is that biting large croquettes helps to keep teeth firm and prevents them from becoming loose. All **HAPPY CAT FIT & WELL** croquettes are also ideal for mixing with moist food. Especially the large **HAPPY CAT X-LARGE** croquettes, or the somewhat larger Mezzo-Croquettes from **HAPPY CAT ADULT VORALPEN-BEEF** promote health teeth for lovers of moist food.

NOW IN GOURMET QUALITY – FOR LONG AND SHORT-HAIRED BREEDS,
OPTIMUM MINERAL CONTENT (CA, MG, P, NA)

JUNIOR

ADULT ATLANTIC SALMON

ADULT VORALPEN-BEEF

ADULT MEADOW LAMB

- Suitable for all breeds

- Also for sensitive cats

- Especially crunchy thanks to mezzo-croquettes

- Also for sensitive cats



- For kittens from the 5th week of life up to 12 months
- Also for sensitive cats

- For all adult cats
- Also ideal for mixing

- For all adult cats
- Also ideal for mixing
- Moderate 12% fat content

- For all adult cats
- Without fish
- Also ideal for mixing

→ 300 g/1/4/10 kg

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→ 300 g/1/4/10 kg

Composition: Maize, poultry meal (13.5%), greaves (14.5%), poultry fat, beef fat, salmon meal (4.5%), rabbit meal (3%), rice flour, hydrolyzed liver, haemoglobin (dried), sugar beet molasses, dried liver, apple pomace (dried) (0.7%), egg powder, sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.3%), seaweed (dried) (0.2%), linseed (0.2%), chicory root (0.04%), artichoke, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramson. (Total herbs: 0,17%)

Composition: Maize, salmon meal (10.5%), poultry meal (10.5%), greaves (10.5%), rice flour, poultry fat, beef fat, rabbit meal (3%), hydrolyzed liver, haemoglobin (dried), sugar beet molasses, dried liver, apple pomace (dried) (0.7%), egg powder, sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.3%), seaweed (dried) (0.2%), linseed (0.2%), chicory root (0.04%), artichoke, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramson. (Total herbs: 0,17%)

Composition: Maize, greaves, (13%), poultry meal (13%), rice flour, poultry fat, beef fat (3%), hydrolyzed liver, haemoglobin (dried), sugar beet molasses, dried liver, apple pomace (dried) (0.7%), egg powder, sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.3%), seaweed (dried) (0.2%), linseed (0.2%), chicory artichoke, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramson. (Total herbs: 0,17%)

Composition: Maize, poultry meal (13.5%), greaves (13.5%), lamb meal (8.5%), rice flour, poultry fat, beef fat, hydrolyzed liver, sugar beet molasses, dried liver, apple pomace (dried) (0.7%), egg powder, sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.3%), seaweed (dried) (0.2%), linseed (0.2%), linseed chicory root (0.04%) artichoke, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramson. (Total herbs: 0,17%)

NOW IN GOURMET QUALITY – FOR LONG AND SHORT-HAIRED BREEDS,
OPTIMUM MINERAL CONTENT (CA, MG, P, NA)

X-LARGE

- Ideal care of teeth



SENIOR

- With valuable New Zealand mussels



LIGHT

- Only 8.5% fat



DIET NIERE/KIDNEY

- Recommended by vets



- For all adult cats
- Without fish
- Also ideal for mixing

- For all cats from the 10th year of life
- Easily digestible proteins from poultry, lamb and salmon

- For adult cats with a low energy requirement
- For overweight cats
- Also for neutered cats

- Complete diet food for all adult cats
- Supports kidney function with chronic kidney failure

→ 300 g/1/4/10 kg

→ 300 g/1/4 kg

→ 300 g/1/4/10 kg

→ 300 g/1 kg

Composition: Maize, poultry meal (13%), greaves (13%), lamb meal (4.5%), rabbit meal (4.5%), rice flour, poultry fat, beef fat, hydrolyzed liver, haemoglobin (dried), sugar beet molasses, dried liver, apple pomace (dried) (0.7%), egg powder, sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.3%), seaweed (dried) (0.2%), linseed (0.2%), chicory root (0.04%), artichoke, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramson. (Total herbs: 0,17%)

Composition: Maize, poultry meal (13.5%), greaves (9.5%), poultry fat, salmon meal (4.5%), beef fat, lamb meal (2.5%), hydrolyzed liver, sugar beet molasses, dried liver, apple pomace (dried) (1%), egg powder, sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.2%), seaweed linseed (0.15%), yeast (dried), chicory root (0.04%), mussel flesh (dried) (0.02%), artichoke, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramson. (Total herbs: 0,1%)

Composition: Maize, poultry meal (15%), greaves (14.5%), salmon meal (4.5%), rabbit meal (4.5%), rice flour, poultry fat, hydrolyzed liver, haemoglobin (dried), sugar beet molasses, dried liver, apple pomace (dried) (0.7%), egg powder, sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.3%), seaweed (dried) (0.2%), linseed (0.2%), chicory root (0.04%), artichoke, dandelion, ginger, leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramson. (Total herbs: 0,17%)

Composition: Maize, poultry meal, greaves, poultry fat, rice flour, beef fat, fish meal, hydrolyzed liver, sugar beet molasses, dried liver, apple pomace (dried) (1%), linseed, egg powder, sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.06%), seaweed (dried) (0.05%), yeast (extract), chicory root (0.04%), artichoke, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramson. (Total herbs: 0,12%)



Analysis

	Raw Protein (%)	Raw Fat (%)	Raw Ash (%)	Moisture (%)	Vitamin A (IU/kg)	Vitamin D3 (IU/kg)	Vitamin E (mg/kg)	Vitamin B1 (mg/kg)	Vitamin B2 (mg/kg)	Panotenic acid (mg/kg)	Niacin (mg/kg)	Vitamin B6 (mg/kg)	Vitamin B12 (µg/kg)	Calcium (%)	Phosphorus (%)	Sodium (%)	Magnesium (%)	Iron (mg/kg)	Copper (mg/kg)	Manganese (mg/kg)	Zinc (mg/kg)	Iodine (mg/kg)	Selenium (mg/kg)	Taurine (mg/kg)	Aspartic acids (mg/kg)		
Supreme																											
Junior	34	18	2,5	6,5	10	25.000	1500	120	5	5	10	45	4	90	1000	1,1	0,75	0,4	0,08	120	12	30	150	2	0,15	1650	1740
Adult Atlantik-Lachs	32	16	2,5	7	10	18.000	1500	100	5	5	10	45	4	75	1000	1,2	0,75	0,4	0,08	120	12	30	150	2	0,15	1600	1685
Adult Voralpen-Rind	30	12	2,5	7	10	18.000	1500	100	5	5	10	45	4	75	1000	1,0	0,7	0,4	0,07	120	12	30	150	2	0,15	1600	1685
Adult Meadow Lamb	32	16	2,5	7,5	10	18.000	1500	100	5	5	10	45	4	75	1000	1,3	0,8	0,4	0,08	120	12	30	150	2	0,15	1600	1680
X-Large	32	16	2,5	7,5	10	18.000	1500	100	5	5	10	45	4	75	1000	1,1	0,75	0,4	0,07	120	12	30	150	2	0,15	1600	1680
Senior	26	15	3	6	10	25.000	1900	150	6	6	12	50	4	100	1100	0,85	0,6	0,3	0,07	100	8	20	100	2	0,15	1400	1640
Light	35	8,5	3	7	10	18.000	1500	100	5	5	10	45	4	75	1000	1,1	0,75	0,4	0,08	120	12	30	150	2	0,15	1500	1560
Diet Niere/Kidney	24	20	3	4,5	10	25.000	1900	150	6	6	12	50	4	100	1100	0,55	0,35	0,2	0,05	120	12	30	150	2	0,15	1400	1735
	Ingredients													Vitamins					Minerals					Other			

TIP!

When selecting your cat food, pay attention to a moderate nutrient content - as with Happy Cat products.

Because: Nature does not provide a permanent surplus. For example, too much protein can cause severe kidney damage

in the long-term. Especially for neutered cats, too much fat is often the cause of ailments of modern civilisation such as overweight, diabetes, cardio-vascular and liver diseases.

By the way,
do you know about
our other feeding
concepts?



zooplus