

100% GUARANTEED QUALITY GERMAN PRODUCTS



HAPPY DOG[®]

Naturally more healthy!

**Welcome
to the home ...**





Naturally more healthy!



... of healthy pet food

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Naturally more healthy!

Feed your dog with confidence

Dear dog-lovers,

In the midst of the magnificent Bavarian countryside in the foothills of the Alps, our family business has had its home in Wehringen for more than 230 years.

Here we produce a unique combination of pure natural ingredients, mainly from local farmers, aromatic herbs and much more in our innovative products.

Under strict quality control, unique recipes are produced, which have a digestibility of over 90% for the improved well-being of your pet.

The health and zest of your dog are both our ambition and our obligation – from a puppy to old age.

Happy Dog 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



- **Manufactured in Germany**
- **When purchasing, we take care not to obtain genetically modified raw materials and we use home-grown ingredients wherever possible.**
- **With the highest quality raw ingredients of food grade quality, without vegetable protein extracts – raw protein from freshly slaughtered animals**
- **Strict quality control procedures guarantee optimum production standards and consistent high quality.**
- **Without chemical colourings, flavourings or preservatives**
- **High digestibility (90%) – therefore low daily feeding quantities**
- **With a good variety of natural ingredients**



Naturally more healthy!

Feeding your dog properly ...



Why is natural variety in food so important?

The ideal dog food should meet the nutritional needs of dogs in a way which recognises the way of life of their ancestors, wolves. Wolves are not purely meat eaters. **In nature they eat a wide variety of prey, e.g. deer, rodents, birds and fish.** Each one of these animals typically provides nutritious protein and fat constituents, which complement each other perfectly.

However, the wolf also instinctively benefits from the wide range of berries, fruit, roots, grasses, earth, etc., thus taking in the health-promoting components. **This nutritional variety provides effective prevention of deficiency symptoms,** fitting wolves perfectly for their tough life in the wild! Happy Dog ideally imitates this original food.

Why is Happy Dog special?

An exclusive diet based on top-quality dried food offers an ideal variety of natural ingredients with the best easily-digestible meat from various animals, specially prepared cereal varieties, nutritious herbs, and valuable minerals, vitamins and trace elements. Special recipes ensure that these elements are fully targeted to the individual needs of different dogs. They can be fed dry, or pre-soaked for further variety!

Note: Even a high-quality dry food meal is usually much more economical than a portion of tinned food.

What must you do when changing over the food?

Make the changeover of food over several days (3-4), so that the metabolism can adapt. **Mix a little more of the new food into the**

usual food with each meal. For dogs which are young, old, sick or have a sensitive digestion, make the change very gradually over 7 (-14) days.

What is the right feeding quantity?

The recommendations for feeding quantities refer to the present ideal weight of the dog. **In case of overweight, possibly considerably reduce the quantity of food and/or change over to a food with less fat.** Slim and active dogs may be given somewhat more.

When can I start giving my puppy "adult" dog food?

For small breeds **the changeover to a suitable "adult food" (e.g. Adult Mini) is made at about 9-12 months.** Until second dentition, large breed have also a high protein requirement. **Therefore puppies of large breeds are first given "proper" puppy food.** They are only changed onto a special junior food (Phase 2) from six months when their protein requirement is reduced. Physical development is almost complete at about (15-) 18 months. After this, change over to "adult food". If necessary, e.g. for "plump" dogs, the change to Happy Dog Adult can be made a little earlier.

What can be done about fussy eaters?

Some dogs like variety in their food. However: as the "leader of the pack" **you should remain consistent, as feeding has a lot to do with training and rank.** If you give in and continually offer new food, or even "refine" the food, this not only produces a fussy eater, but often also a difficult dog.



Two ranges of products and their individual differences

Happy Dog NaturCroq

GOOD & ECONOMICAL

- Good quality ingredients
- Based on beef and wheat
- “Home cooking” – with tried and tested recipes
- With green herbs



Happy Dog Supreme

EXCLUSIVE & UNIQUE

- The very highest quality ingredients
- Exceptional ingredients e.g. salmon, rabbit, lamb, rice, potatoes, barley)
- For high demands, also optimally suitable for allergies or to prevent ailments due to civilisation
- Excellent acceptance
- Especially high digestibility (small amounts of food, smaller amounts of droppings)
- Natural variety and the unique **HAPPY DOG LIFEPLUS CONCEPT®**



Why does your pet need a LifePlus Concept?

In addition to their prey, in the wild wolves instinctively make use of the wide variety of different nutrients which are available to them.

As has been scientifically proved, the **Happy Dog LifePlus Concept**® ideally imitates nature and hence provides your dog with a valuable combination of these vital nutrients.

Hence his body can benefit holistically and is well-armed against diseases of civilisation and metabolism problems.

Naturally more healthy –
with the Happy Dog LifePlus Concept®!

HAPPY DOG SUPREME LIFE PLUS CONCEPT®

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



Original Kanne®
» fermented
cereals «
with natural
lactic acid



» Selected herbs «
(e.g. thyme, rosemary,
ransom) with valuable
essential oils



» Apple «
with natural fibre
and pectin



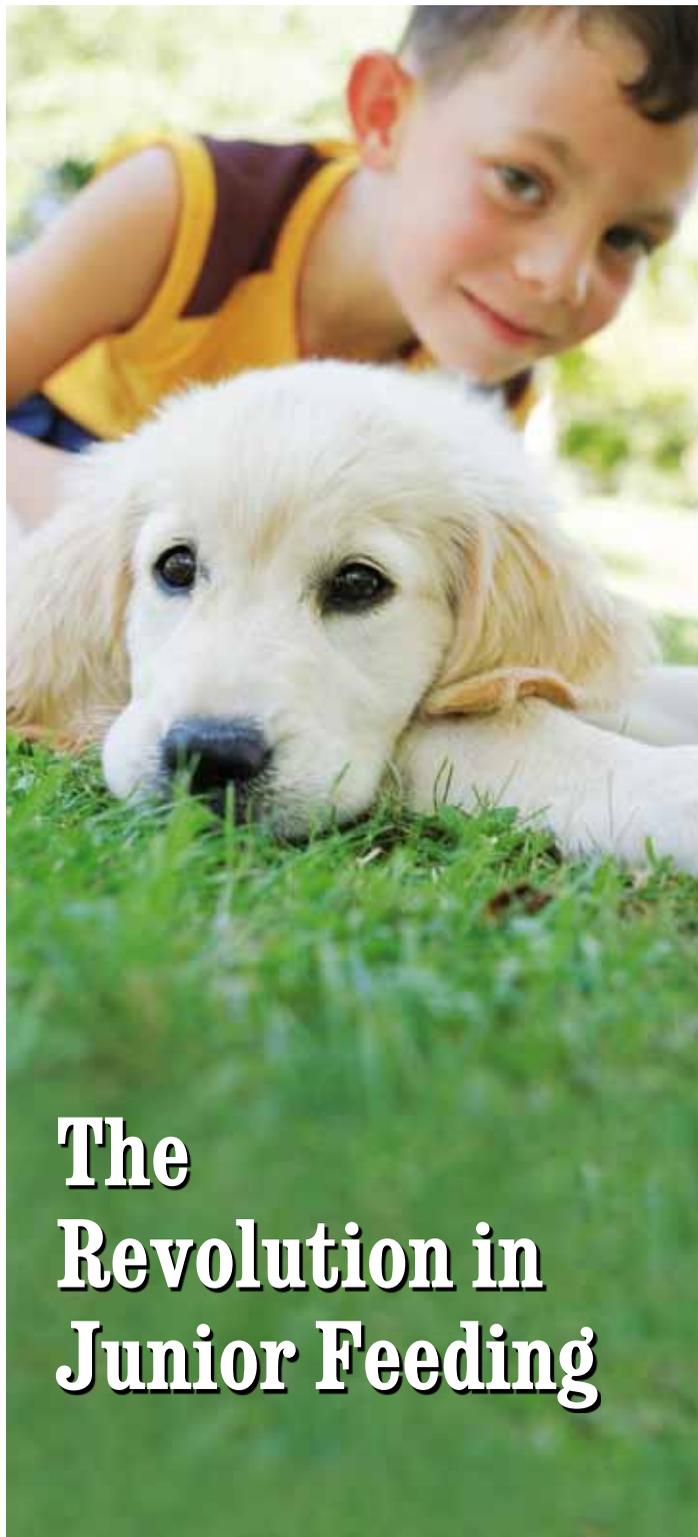
» Natural silica «
– fossilised
prehistoric
algae



» Green-lipped New Zealand mussels «
with important glucosaminglucanes



» Trace elements «
with important metabolic functions



The Revolution in Junior Feeding

Supreme Junior

Healthy growth thanks to the 2-phase concept

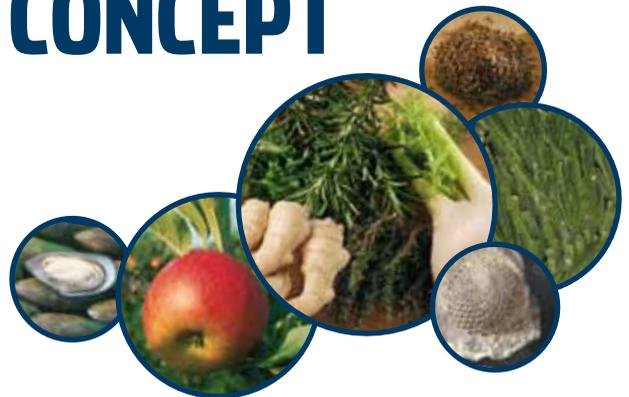
A development which is as unique as the requirements of growing dogs. Especially with medium and large breed, an excess of protein can lead to serious health problems.

On the basis of long years of experience and **taking the latest scientific discoveries into account, the pioneering 2-Phase food for puppies and young dogs of all breeds over 10 kg was developed.**

Two phases and many healthy benefits:

- The protein requirements of medium-sized and large-breed is different in the puppy and the juvenile phases
- Phase 2: Reduction of the protein content according to demand offers the highest possible security when feeding breeds which are sensitive to growth
- Optimum calcium/phosphorus content
- No vegetable protein substitutes (e.g. soya, maize gluten)
- Only high-quality animal protein raw materials of guaranteed origin
- With the unique:

HAPPY DOG JUNIOR PLUS CONCEPT®



2 phases for healthy growth

The protein and energy requirements change according to the puppy's phase of development: During the first few months the rate of growth is the greatest for all breeds.

For small breeds (up to about 10 kg), due to the special metabolic conditions, the requirement does not change significantly. Here an optimum supply can be controlled by adapting the amount of food given. (1st Phase feeding). The changeover to a suitable adult food can take place at about 9-12 months, as smaller breeds become fully grown sooner.

This is not the case for puppies of larger breeds: In order to build up strong and healthy muscles, joints, tendons and ligaments and for a glossy coat, these initially require adequate protein.

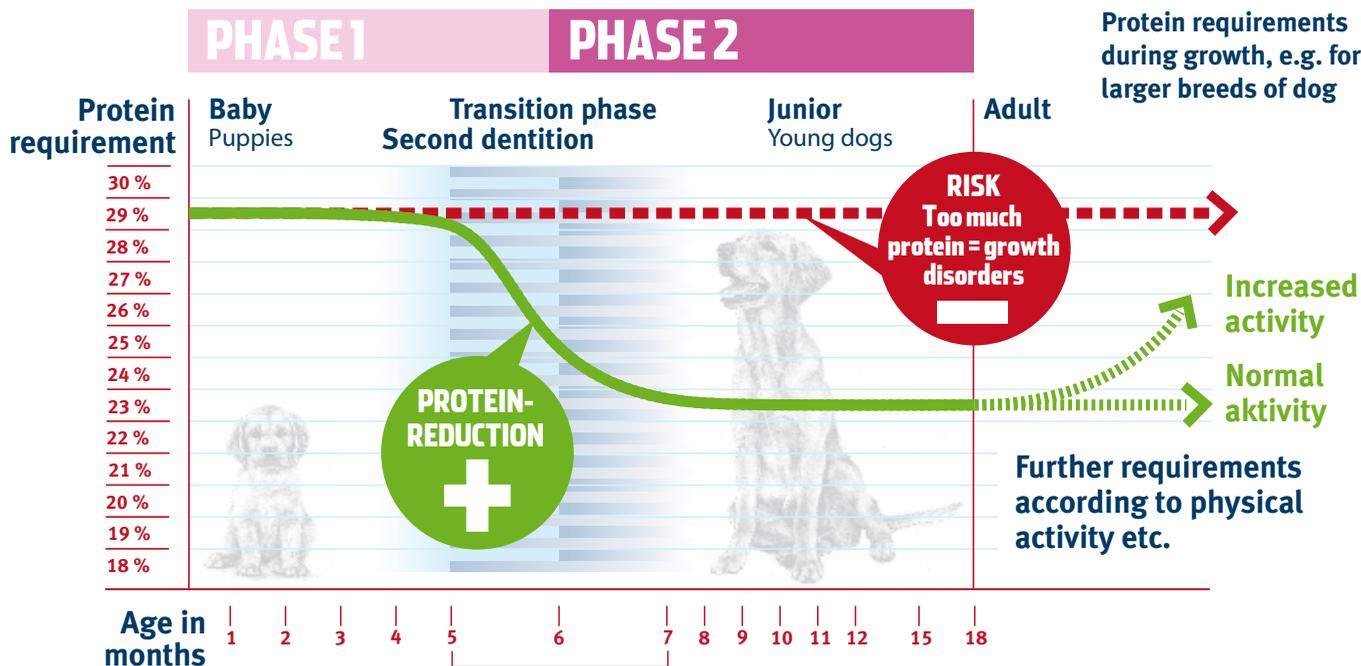
Only when second dentition is complete (at about 5 months) does the protein requirement of larger breeds slowly begin to reduce.

➖ An oversupply of protein and energy beyond this period can have an anabolic effect and therefore cause considerable growth disorders.

➕ With its gentle changeover to a protein-reduced puppy food between five and seven months (see graph), two-phase feeding offers for the first time the opportunity to properly understand the real needs of larger breed dogs as they grow. In this changeover period it is ideal to give a mix of puppy and junior food for a few weeks.

With consistent moderate feeding, confidence in the feeding of larger breeds can be considerably improved for both dogs and their owners! According to individual constitution, young dogs of larger breeds should be changed over to an adult food which suits their energy needs at an age of 15-18 months.

Important: ADULT products are not a substitute for a suitable rearing food. In the recommended feeding quantities they cannot meet the increased energy demands of young dogs. However, an increase in the quantity of food automatically results in an increase in protein and all other nutrients.



IMPORTANT: Ideally a mix of baby and junior food is given between the fifth and seventh months!

Supreme Junior

BABY MILK

PROBIOTIC

- Puppy milk for motherless rearing from the first day of life
- Low lactose content (max. 25%)
- With special probiotic cultures to stabilise the intestines
- Especially suitable for rearing sensitive puppies



1st week 12 x daily (About 15-20 ml of dissolved puppy milk should be fed per 100g of body weight)
2nd week 8 x daily (About 10-15 ml of dissolved puppy milk should be fed per 100g of body weight)
3rd week 6 x daily (About 10-15 ml of dissolved puppy milk should be given 4-5 times daily until the dog feels full. Solid food should gradually be added. These recommendations should be adapted to the size and development of the dog.

→ 500 g

Ingredients: Milk and milk products, vegetable protein extracts, eggs and egg products, vegetable oils and fats, minerals.
DIGESTIBLE ENERGY: 2010 kJ/100 g

MINI

BABY + JUNIOR 29

- 29% protein – adapted to the special needs of small breeds up to max. 10 kg at an age of 1 - 12 months



29% PROTEIN

An optimally formulated puppy food is the best basis for healthy development! **Mini 29 Baby + Junior** contains high-quality poultry, lamb, sea fish, rice and valuable New Zealand mussel flesh in a combination recommended by vets, with only 29% protein. It is optimally suitable for the problem-free gentle feeding of sensitive puppies of all small breeds (up to 10 kg adult weight)

TIP Also suitable for feeding medium breeds!

→ 1/4 kg

Ingredients: Maize flour, poultry meal (14%), greaves, poultry fat, beef fat, lamb meal (4%), fish meal, rice flour, hydrolysed liver, egg powder, sugar beet, apple pomace (dried) (0.6%), sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.2%) seaweed (dried) (0.15%), linseed (0.15%), yeast (extract), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh (dried) (0.01%), chamomile, meadowsweet, ramsom (Total herbs: 0.14%)
DIGESTIBLE ENERGY: 1720 kJ/100 g

MED IUM

PHASE 1 MEDIUM BABY 28

- For puppies of medium breeds from 11 - 25 kg
- From the 4th week of life up to and including the 5th month
- Perfect for the first phase of life until second dentition



28% PROTEIN

In order to build up strong and health muscles, joints, tendons and ligaments and for a glossy coat, puppies of medium-sized breeds initially require adequate protein. This is ensured in an ideal way with **Medium Baby 28:** poultry, lamb, sea fish, rice and valuable New Zealand mussels.

TIP Also suitable for feeding large breeds!

→ 1/4/10 kg

Ingredients: Maize flour, poultry meal (14%), greaves, lamb meal (4%), fish meal, rice flour, poultry fat, beef fat, hydrolysed liver, egg powder, sugar beet, apple pomace (dried) (0.6%), sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.2%), seaweed (dried) (0.15%), linseed (0.15%), yeast (extract), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh (dried) (0.01%), chamomile, meadowsweet, ramsom (Total herbs: 0.14%)
DIGESTIBLE ENERGY: 1700 kJ/100 g

PHASE 2 MEDIUM JUNIOR 25

- For young dogs of medium breeds, 11 - 25 kg
- From the 6th month of life (after second dentition) up to the 15th month
- With reduced protein content (25%)



ONLY 25% PROTEIN

In order to prevent growth disorders in the juvenile phase, after second dentition is complete (from the 6th month) change over to the protein-reduced **Medium Junior 25.** This recipe, which is recommended by vets, has high-quality lamb, sea fish, New Zealand mussels and a reduced protein content of only 25% to avoid an oversupply of protein in the 2nd phase of growth. Hence you can avoid risks to health due to too-rapid growth of the young dog.

→ 1/4/10 kg

Ingredients: Maize flour, poultry meal (14%), greaves, lamb meal (4%), fish meal, rice flour, poultry fat, beef fat, hydrolysed liver, egg powder, sugar beet, apple pomace (dried) (0.6%), sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.2%) seaweed (dried) (0.15%), linseed (0.15%), yeast (extract), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh (dried) (0.01%), chamomile, meadowsweet, ramsom (Total herbs: 0.14%)
DIGESTIBLE ENERGY: 1690 kJ/100 g

MAXI

PHASE 1 MAXI BABY 29

- For puppies of large breeds above 26 kg
- From the 4th week of life, up to and including the 5th month
- Perfect for the first phase of life until second dentition



29% PROTEIN

Puppies of large breeds make particular demands on feeding: larger food biscuits to avoid hasty swallowing, and energy and protein content adapted to the special needs of the first intensive phase of growth.

Maxi Baby 29 is based on selected ingredients: poultry, lamb, sea fish, rice and valuable New Zealand mussel flesh in a combination recommended by vets, with only 29% protein. This optimally supports the formation of strong and health muscles, tendons, ligaments and joints. After completion of second dentition, to avoid

→ 1/4/15 kg

Ingredients: Maize flour, poultry meal (14%), greaves, poultry fat, beef fat, lamb meal (4%), fish meal, rice flour, hydrolysed liver, egg powder, sugar beet, apple pomace (dried) (0.6%), sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.2%) seaweed (dried) (0.15%), linseed (0.15%), yeast (extract), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh (dried) (0.01%), chamomile, meadowsweet, ramsom (Total herbs: 0.14%)
DIGESTIBLE ENERGY: 1700 kJ/100 g

PHASE 2 MAXI JUNIOR 23

- For puppies of large breeds above 26 kg
- From the 6th month of life (after second dentition) up to the 18th month
- With reduced protein content (23%)



ONLY 23% PROTEIN

risks to health, young dogs are transferred to the protein-reduced food **Maxi Junior 23** With a consistently moderate protein intake, confidence in the feeding of larger breeds can be considerably improved! Poultry, lamb, sea fish, rice and New Zealand mussels are also guarantees for good digestibility and ensure a glossy silky coat.

→ 1/4/15 kg

Ingredients: Maize flour, poultry meal (14%), greaves, poultry fat, beef fat, lamb meal (4%), fish meal, rice flour, hydrolysed liver, egg powder, sugar beet, apple pomace (dried) (0.15%), sodium chloride, yeast (dried), potassium chloride, barley (fermented) (0.2%) seaweed (dried) (0.15%), linseed (0.15%), yeast (extract), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh (dried) (0.01%), chamomile, meadowsweet, ramsom (Total herbs: 0.14%)
DIGESTIBLE ENERGY: 1690 kJ/100 g

More fitness for your dog



Supreme Fit & Well

**Moderate fat content for a healthy life
for your dog!**

These days an over-supply of fat and protein can often trigger chronic illness – above all if there is lack of exercise. This can be prevented **with a balanced diet, which is not too rich, and which corresponds to the actual requirements of your dog.**

Fit & Well products from Happy Dog have a moderate energy content and are optimally adapted to the daily activity of your dog. If you feed the recommended quantity, you prevent overfeeding of your dog and the problems which result from this. Each Fit & Well product has a special recipe in the form of croquettes.

FIT & WELL - modelled on nature:

- **Moderate protein and fat content, adapted to the daily need for activity and the individual metabolic constitution of your dog**
- **Recipe and croquette form optimised for small, medium and large breeds**
- **Extremely high digestibility (90%) thanks to high rate of breakdown**
- **Natural variety due to the unique Happy Dog Supreme LifePlus Concept®**

*More Fitness
for your dog!*

- Moderate fat content
- 90% digestibility
- Natural variety

**HAPPY DOG®
LIFE PLUS
CONCEPT**
NATURALLY HEALTHIER!

ADULT MINI

- For especially choosy dogs
- Optimal dental care
- With valuable New Zealand mussels
- For adult dogs up to 10 kg with normal energy requirements {26/14}

ADULT MEDIUM

- Natural harmony through optimally balanced ingredients
- With valuable New Zealand mussels
- For adult dogs of 11 - 25 kg with normal energy requirements {24/12}

ADULT MAXI

- Maxi croquettes for large breeds
- With valuable New Zealand mussels
- For adult dogs above 26 kg with normal energy requirements {23/12}



Adult Mini contains **26% easily digestible high-quality protein and 14% fat**, with essential unsaturated Omega-3 and 6 fatty acids from high-quality animal and vegetable sources. The special recipe in the form of adapted croquettes with the unique **HAPPY DOG SUPREME LIFEPLUS CONCEPT®**

made from natural ingredients is ideally suitable for all adult dogs up to 10 kg. The energy content is adapted to the natural need for activity of about 2 - 3 hours per day.

Adult Medium contains **24% easily digestible high-quality protein and 12% fat**, with essential unsaturated 3 and Omega-6 fatty acids from high-quality animal and vegetable sources. The special recipe in croquette form with the unique **HAPPY DOG LIFE PLUS CONCEPT®**

with natural ingredients, and original New Zealand mussels is perfect for all adult dogs from 11 - 25 kg. The energy content is adapted to the natural need for activity of about 2 - 3 hours per day.

Adult Maxi contains **23% easily digestible high-quality protein and 12% fat**, with essential unsaturated Omega-3 and Omega-6 fatty acids from high quality animal and vegetable sources. The special recipe in croquette form with the unique **HAPPY DOG LIFE PLUS CONCEPT®**

with natural ingredients, is perfect for all adult dogs from above 26 kg. The energy content is adapted to the natural need for activity of 2 - 3 hours per day.

→ 300 g/1/4 kg

Ingredients: Maize flour, poultry meal, lamb meal, greaves, poultry fat, beef fat, fish meal, rice flour, hydrolysed liver, sugar beet, sunflower oil (0.75%) apple pomace (dried) (0.7%), egg powder, sodium chloride, yeast (dried), potassium chloride, rape oil, barley (fermented) (0.2%) seaweed

(dried) (0.15%), linseed (0.15%), yeast (extract), artichokes, dandelion, ginger, birch leaf-ve, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh (dried) (0.01%), chamomile, meadowsweet, ransom (Total herbs: 0.14%)
DIGESTIBLE ENERGY: 1700 kJ/100 g

→ 300 g/1/4/12,5 kg

Ingredients: Maize flour, poultry meal, rice flour, greaves, lamb meal, fish meal, poultry fat, beef fat, haemoglobin (dried), hydrolysed liver, sugar beet, sunflower oil (0.75%) apple pomace (dried) (0.7%), apple pomace (dried) (0.7%), egg powder, sodium chloride, yeast (dried), potassium chloride, rape oil (0.35%), barley

(fermented) (0.2%) seaweed (dried) (0.15%), linseed (0.15%), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh (dried) (0.01%), chamomile, meadowsweet, ransom. (Total herbs: 0.14%)
DIGESTIBLE ENERGY: 1660 kJ/100 g

→ 300 g/1/4/15 kg

Ingredients: Maize flour, greaves, lamb meal, fish meal, rice flour, beef fat, poultry fat, haemoglobin (dried), hydrolysed liver, sugar beet, sunflower oil (0.75%) apple pomace (dried) (0.7%), apple pomace (dried) (0.7%), egg powder, sodium chloride, yeast (dried), potassium chloride, rape oil (0.25%), barley

(fermented) (0.25%) seaweed (dried) (0.15%), linseed (0.15%), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh (dried) (0.01%), chamomile, meadowsweet, ransom. (Total herbs: 0.14%)
DIGESTIBLE ENERGY: 1660 kJ/100 g

ADULT SPORT

- Optimum stamina and performance due to 28% high-quality protein
- With valuable New Zealand mussels
- For adult dogs with increased energy requirements {28/16}

ADULT LIGHT

- Unique – only 5.5% fat
- With valuable New Zealand mussels
- With vitalising L-carnitin
- For all adult dogs with low energy requirements {19.5/5.5}

SENIOR

- With valuable New Zealand mussels
- With artichoke and chicory
- With vitalising L-carnitin
- For senior dogs with normal energy requirements {19/9}



In addition to an adapted portion of easily digested protein of exclusively animal origin, Adult Sport also has an appropriate fat content (16%) with essential, unsaturated Omega-3 and 6 fatty acids from high quality animal and vegetable sources. Supplemented by the unique **HAPPY DOG SUPREME LIFE PLUS CONCEPT®**

with natural ingredients, this is a very easily digestible super-premium quality preparation, which has a very positive effect on the performance of sporting dogs. The energy content corresponds to the daily requirements of a dog with at least 3 hours of strenuous activity.

Adult Light has the perfect recipe: Lamb and poultry, rice, maize and the unique **HAPPY DOG SUPREME LIFE PLUS CONCEPT®** made from natural ingredients form the basis of this new, easily digestible super premium food. It only contains 5.5% fat, and a moderate 19.5% protein.

Enriched with original New Zealand mussels and L-carnitin, Adult Light is ideal for adult dogs of any age. The low energy content is adapted to a daily activity of about 1 - 3 hours.

As age increases, our dogs' metabolism gradually changes. In order to protect the internal organs, older dogs should be given specially-adapted food with lower protein, sodium and phosphorus content. However, the energy content of the food should only be slightly reduced. Happy Dog Fit und Well Senior is made from poultry, lamb, fish, rice and maize,

enriched with special fibre for good digestion, stable vitamin C, as well as original New Zealand mussels and Lcarnitin. Supplemented with the unique **HAPPY DOG SUPREME LIFE PLUS CONCEPT®** with natural ingredients, this is a very easily digestible and mild preparation.

→ 4/15 kg

Ingredients: Maize, poultry meal, greaves, beef fat, poultry fat, rice flour, haemoglobin (dried), lamb meal, fish meal, sugar beet, hydrolysed liver, sunflower oil (0.75%) apple pomace (dried) (0.7%), egg powder, sodium chloride, yeast (dried), potassium chloride, rape oil (0.25%), barley (fermented) (0.2%) seaweed

(dried) (0.15%), linseed (0.15%), artichokes, dandelion, mussel flesh (dried) (0.02%), ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramsom. (Total herbs: 0.14%)
DIGESTIBLE ENERGY: 1740 kJ/100 g

→ 300 g/1/4/12,5 kg

Ingredients: Maize, poultry meal, lamb meal, rice flour, greaves, sugar beet, hydrolysed liver, apple pomace (dried) (2%), poultry fat, sunflower oil (2%) egg powder, sodium chloride, yeast (dried), potassium chloride, rape oil (0.25%), barley (fermented) seaweed (dried)

(0.15%), linseed (0.15%), artichokes, dandelion, mussel flesh (0.02%), ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramsom. (Total herbs: 0.14%)
DIGESTIBLE ENERGY: 1520 kJ/100 g

→ 300 g/1/4/12,5 kg

Ingredients: Maize, poultry meal, rice flour, lamb meal, beef fat, greaves, hydrolysed liver, fish meal, haemoglobin (dried), hydrolysed liver, sugar beet, poultry fat, sunflower oil (0.75%) apple pomace (dried) (0.7%), egg powder, sodium chloride, yeast (dried), potassium chloride, rape oil (0.25%), barley

(fermented) (0.2%) seaweed (dried) (0.15%), linseed (0.15%), chicoree root (extract) (0.05%), artichokes (0.03%), dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramsom. (Total herbs: 0.14%)
DIGESTIBLE ENERGY: 1610 kJ/100 g



Goodness from all over the world, even for the most sensitive dogs

Supreme Sensible Nutrition

A culinary journey around the world – variety at the very highest level

The four specialities **Toscana, Irland, Neuseeland and Africa** not only provide especially tasty and easily digestible variety, but also offer specific solutions for feeding demanding and sensitive dogs. This dried complete food in super-premium quality for all breeds of dog contains the typical benefits of the different regional recipes and is carefully prepared at our factory in Bavaria. The Supreme quartet can also be fed in rotation as an alternative flavour. Even tastier and more easily digestible - therefore ideally suited to sensitive dogs.

- ▶ **Four types of super-premium quality food to satisfy the highest requirements**
- ▶ **Tasty variety, even for the most sensitive dogs**
- ▶ **Healthy, food-grade ingredients typical of the source regions**
- ▶ **For fully-grown dogs of all breeds**
- ▶ **Extremely high digestibility (90%) thanks to high rate of breakdown**





Ireland

- For dogs with coat and skin problems and with allergies

- Valuable salmon and rabbit
- With potatoes, oats and barley



Toscana

- Reduced fat content ideal for dogs with low energy requirements, also suitable for neutered dogs

- With red wine marc
- With lamb, salmon and untreated olive oil
- Selected Mediterranean herbs



Neuseeland

- For dogs with sensitive digestion – especially kind to the stomach and the bowels

- Untreated sunflower oil
- 21% high-quality lamb, 21% delicious rice
- Valuable mussel flesh



For everyone who is looking for something special, or needs meet special dietary requirements, Happy Dog offers a unique possibility: **Ireland, made from pure salmon and rabbit, barley, oats and potatoes.** The unique **Happy Dog Supreme Life Plus Concept®** with natural ingredients which have been known for generations makes this exclusive recipe into a complete dried food in super

premium quality. Due to its special ingredients (without lamb, poultry, rice, Soya and maize), the special manufacturing process and a protein content of less only 21%, Ireland is very suitable for the conscious feeding of sensitive dogs, with their special requirements.

For generations the classic Mediterranean cuisine has provided natural protection from the ailments of modern civilisation, heart and circulation problems. A special feature is the use of **very aromatic Mediterranean herbs, natural olive oil, low-cholesterol lamb, salmon and polyphenol substances contained in red wine grapes.** Only Toscana offers this unique variety of valuable ingredients. The unique **HAPPY DOG SUPREME LIFEPLUS CONCEPT®** with

natural ingredients makes this exclusive recipe into a complete dried food in super premium quality. Due to its special ingredients, the special manufacturing process, Toscana is very suitable for the conscious feeding of sensitive dogs, with their special requirements. Thanks to the moderate fat content of 6.5% with 22% protein, it is ideally suitable for dogs with low energy demands and normal protein requirements.

New Zealand is famous for its unspoiled nature, its crystal-clear water, low cholesterol lamb meat and its special green-lipped mussels. Happy Dog Supreme **Neuseeland is made with 21% lamb, 21% rice and valuable dried flesh of these mussels.** The unique **HAPPY DOG SUPREME LIFE PLUS CONCEPT®** with natural ingredients which have

been known for generations makes this exclusive recipe into a complete dried food in super premium quality. Due to its special ingredients, the special manufacturing process and a protein content of less only 21%, Neuseeland is very suitable for the conscious feeding of sensitive dogs, with their special requirements.

300 g/1/4/12,5 kg

Ingredients: Barley, salmon meal (11%), rabbit meal (10%), whole oatmeal (7.5%), poultry fat, potato flour (2.5%), dicalcium phosphate, sugar beet, hydrolysed liver, apple pomace (dried)(1%), egg powder, Sodium chloride, yeast (dried), potassium chloride, seaweed (dried), linseed (0.2%), Barley

(fermented) (0.2%), mussel flesh (dried) (0.05%), yucca shidigera, artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramsom (total herbs 0.16%)
DIGESTIBLE ENERGY: 1605 kJ/100 g

300 g/1/4/12,5 kg

Ingredients: maize, lamb meal (13%), salmon meal (9%), rice flour, poultry meal, potato flour, sugar beet, hydrolysed liver, apple pomace (dried) (1.1%), poultry fat, olive oil (1.0%), egg powder, sodium chloride, yeast (dried), potassium chloride, seaweed (dried), linseed (0.2%), barley (fermented) (0.2%), mussel flesh (dried) (0.05%),

red wine marc, elderberries, artichokes, dandelion, savory, marjoram, ginger, rosemary, sage, thyme, birch leaves, nettles, aniseed, basil, fennel, elderberry flowers, lavender flowers, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramsom (total herbs 0.28%)
DIGESTIBLE ENERGY: 1535 kJ/100 g

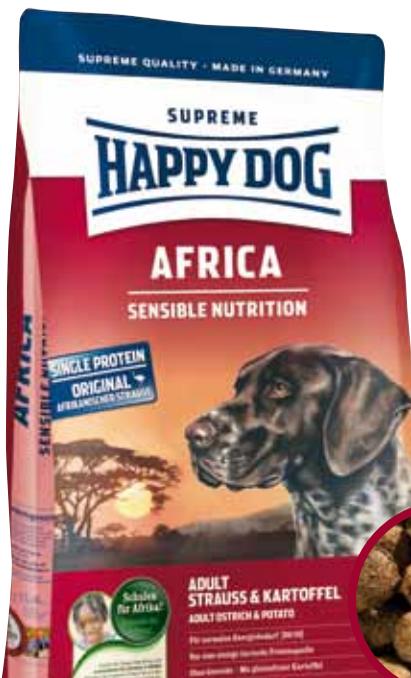
300 g/1/4/12,5 kg

Ingredients: lamb meal (21%), rice flour (21%), maize, maize flour, greaves, sunflower oil, sugar beet, hydrolysed liver, apple pomace (dried) (1.5%), egg powder, sodium chloride, yeast (dried), potassium chloride, seaweed (dried), linseed

(0.2%), mussel flesh (dried) (0.05%), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, ramsom (total herbs 0.16%)
DIGESTIBLE ENERGY: 1630 kJ/100 g



Africa



- Recommended by vets for dogs with food intolerances
- Only one animal protein source
- No cereals
- With gluten-free potatoes



**UNIQUE - AND ONLY FROM HAPPY DOG:
FOR GOURMETS AND HYPERSENSITIVE DOGS!**

Adult Ostrich & Potato

Ostrich meat is becoming increasingly important for feeding demanding dogs. African ostrich is an exclusive and rare source of protein, which is therefore ideal for dogs with food intolerances. This outstanding meat is characterised by its special taste, its dark red colour and easy digestibility. Potatoes do not contain gluten, and are therefore especially recommended for dogs with cereal intolerances.

Supreme Africa is a unique combination of ostrich meat and potatoes. This complete dried food in super-premium quality is

With original
African
ostrich
meat



particularly suitable for the special needs of sensitive dogs – as well as for all fussy eaters.

--- 300 g/1/4/12,5 kg

Ingredients:
Potato flakes (at least 45%), ostrich meat meal (at least 17%), potato protein, sunflower oil, sugar beet molasses, hydrolysed liver, apple pomace (dried), rapeseed oil, sea salt, yeast (extract)

DIGESTIBLE ENERGY:
1590 kJ/100 g

Give a future!

Rwanda, the smallest country in Africa, is one of the poorest countries in the world. Over 60% of the population lives below the poverty line, and the rate of adult illiteracy is 35%.

Happy Dog is contributing €1.30 to the SOS-Hermann-Gmeiner School and the SOS Vocational Training Centre in Kigali for each 12.5 kg of Happy Dog Africa sold. With this, we can enable young people to make a start in an independent life. By buying Happy Dog Africa you too can contribute to giving these young people a future!

You can find more information about Happy Dog and the SOS-Kinderdorf e.V project under www.happydog.de.



**SOS
Kinderdorf e.V.**
www.sos-kinderdorf.de

Schools
for Africa!
Over
30.000 €
already
donated!

Bilder ©
SOS-Kinderdorf e.V.



NaturCroq – good & economical

Good things need not be expensive

Even in this grade of quality there is the right NaturCroq product for all phases of life – from puppies to senior dogs. The basis of the delicious “home cooking” is wheat, beef and poultry, mainly from local sources.

As well as meat, our dogs need other ingredients for an optimum diet. This is why our recipes also include a healthy balance of natural, indigenous plants and herbs such as sunflower seeds, green oats, cress and parsley. This ensures that the natural requirements of your dog’s diet are met.

Of course, all NaturCroq products have:

- No chemical colourings, aromas or preservatives
- No soya and no maize gluten

NaturCroq

JUNIOR

WELPENMILCH REGULAR

- Puppy milk for motherless rearing from the very first day
- As additional food for weaning puppies
- For pregnant and suckling bitches

NATURCROQ FOR PUPPIES

- For puppies of all breeds from 4 weeks up to 12 months {30/14}
- Balanced supply of nutrients



Croquettes: not illustrated actual size

In order to achieve the right concentration of nutrients about 1 part puppy milk must be carefully mixed into 2 parts of clean water (mixing temperature about 50 °C), for example 100 g puppy milk in 200 g water. After this, the milk should cool down to body temperature. It is advisable to initially give the milk with a spoon or a feeding bottle.

NaturCroq Welpen (Puppies) is a balanced and easily digestible complete food for puppies from the 4th week of life up to 12 months. Valuable animal proteins, fully soluble locally-grown cereals and all the necessary minerals, vitamins and trace elements provide ideal conditions for healthy growth.

---> 2,5 kg

Ingredients: Milk and milk products, oils and fats, vegetable by-products, minerals
DIGESTIBLE ENERGY: 1960 kJ/100 G

---> 400 g/4/15 kg

Ingredients: Wheat flour, maize meal, greaves, poultry meal, maize, beef fat, rice flour, sugar beet molasses, poultry fat, hydrolysed liver, yeast (dried), malt, carrots (dried), sodium chloride, green oats (dried), sunflower (dried), cress (dried), parsley (dried)
DIGESTIBLE ENERGY: 1625 kJ/100 G



ADULT

NEW LOOK!

NATURCROQ ORIGINAL

+ DINKEL (SPELT)

- For fully-grown dogs with a normal energy requirement

NATURCROQ LAMB & REIS

LAMB & RICE

- For fully-grown dogs with a normal energy requirement
- Also for sensitive dogs

NATURCROQ BALANCE

+ HÜTTENKÄSE (COTTAGE CHEESE)

- For fully-grown dogs with a normal to slightly increased energy requirement
- Croquette mix with plenty of variety

NATURCROQ XXL

- For fully-grown dogs of large and very large breeds
- Extra-large croquettes
- Adapted protein and energy content

NATURCROQ ACTIVE

- For fully-grown dogs with an increased energy requirement
- For agility, sport & play

NATURCROQ SENIOR

- For all elderly dogs
- With reduced protein, sodium and phosphorus content
- With stable vitamin C



High-quality ingredients such as poultry, beef, fish, cereals, vegetables, herbs, minerals and vitamins in crispy and tasty croquettes. That is NaturCroq Original + Dinkel (Spelt). The balanced, easily digestible complete food is ideally suitable for adult dogs of all breeds with normal energy requirements. The special feature: The healthy whole grain mix contains 7% of the easily digestible ancient grain spelt.

Feeding with lamb and rice has been proven to be effective for sensitive dogs. NaturCroq Lamb & Reis (Lamb & Rice) is a balanced, easily digestible complete food with high quality lamb, easily digestible rice and a moderate fat content. It is therefore especially suitable for all sensitive dogs with normal energy and protein requirements and for all dogs with a light-coloured coat.

This easily digestible croquette mixture offers a very special taste. Cottage cheese and special yeast extracts also have a positive effect on digestion and bowel function. Because of this, NaturCroq Balance is suitable for sensitive dogs. Due to its slightly increased energy content, NaturCroq is ideally suited to active dogs engaged in agility, sport and play activities.

Happy Dog NaturCroq XXL was specially developed for very large dogs: Their energy requirements are considerably different to those of smaller breeds. Large breeds need a special nutrient composition with moderate protein and an appropriate fat content. In keeping with their body size, they generally prefer food in larger chunks. Croquettes which are too small are often wolfed down too quickly

NaturCroq Active, the balanced, easily digestible complete food for all dogs with increased energy and protein requirements. Quality beef, poultry and fish proteins combined with nutritious sunflower and rapeseed oil provide rapidly available energy for agility, sport and play - without putting a strain on the organism.

Depending on their size, dogs age at different rates - larger breeds faster than smaller ones. However, all older dogs need easily digestible raw ingredients of especially high quality, and an increased proportion of special fibre. In order to care for the internal organs, the amounts of protein, sodium and phosphorus must be reduced. NaturCroq Senior is a balanced, easily digestible complete food in croquette form, which ideally fulfils these requirements.

→ 400 g/4/15 kg

→ 400 g/4/15 kg

→ 400 g/4/15 kg

→ 400 g/15 kg

→ 400 g/15 kg

→ 400 g/4/15 kg

Ingredients: Wheat, wheat flour, maize, greaves, spelt (7%), poultry meal, fish meal, sugar beet molasses, haemoglobin (dried), poultry fat, beef fat, hydrolysed liver, yeast (dried), malt, carrots (dried), sodium chloride, green oats (dried), sunflower (dried), cress (dried), parsley (dried)
DIGESTIBLE ENERGY: 1505 kJ/100 g

Ingredients: Wheat, wheat flour, poultry meal, lamb meal (7%), rice flour (7%), maize, fish meal, sugar beet molasses, hydrolysed liver, poultry fat, beef fat, yeast (dried), malt, sodium chloride, green oats (dried), sunflower (dried), cress (dried), parsley (dried)
DIGESTIBLE ENERGY: 1456 kJ/100 g

Ingredients: Maize, wheat, greaves, wheat flour, oatmeal, rice flour, poultry meal, hydrolysed liver, poultry fat, beef fat, fish meal, sugar beet molasses, haemoglobin (dried), dicalcium phosphate, calcium carbonate, cottage cheese (dried, 0.25%), sodium chloride, spinach (dried), lucerne (dried), yeast (extract, 0.1%), carrots (dried)
DIGESTIBLE ENERGY: 1550 kJ/100 g

Ingredients: Wheat, wheat flour, maize, greaves, maize meal, poultry meal, poultry fat, beef fat, sugar beet molasses, fish meal, hydrolysed liver, haemoglobin (dried), yeast (dried), malt, carrots (dried), sodium chloride, green oats (dried), sunflower (dried), cress (dried), parsley (dried)
DIGESTIBLE ENERGY: 1490 kJ/100 g

Ingredients: Wheat flour, greaves, maize, wheat, beef fat, poultry meal, poultry fat, haemoglobin (dried), sugar beet molasses, fish meal, hydrolysed liver, sunflower oil, yeast (dried), malt, carrots (dried), rape-seed oil, sodium chloride, green oats (dried), sunflower (dried), cress (dried), parsley (dried)
DIGESTIBLE ENERGY: 1620 kJ/100 g

Ingredients: Wheat, wheat flour, maize, greaves, rice flour, sugar beet molasses, poultry meal, fish meal, poultry fat, beef fat, hydrolysed liver, yeast (dried), malt, carrots (dried), sodium chloride, green oats (dried), sunflower (dried), cress (dried), parsley (dried)
DIGESTIBLE ENERGY: 1490 kJ/100 g

NATURKOST – COMPLETE FOOD FLAKES

KERNIG CRUNCHY

- For all breeds of dog with normal to low energy requirements
- A crunchy muesli with plenty of filling fibre
- With high quality lamb



NaturKost Kernig (Crunchy) is a balanced, crunchy complete food with a varied composition for fully-grown dogs of all breeds with normal to low energy requirements. The crunchy muesli is especially filling and consists of meaty chunks, with high quality lamb wholemeal flakes, rice, dried vegetables and all necessary minerals and vitamins.

... 4/15 kg

CLASSIC SENSITIVE

- Light food, even for especially sensitive dogs
- Also suitable for dogs with pancreas problems
- Easily digestible



In addition to balanced amounts of high quality proteins and fats, these complete food flakes also contain fully processed carbohydrates in the form of special fine flakes made from high quality maize. This food is always mixed with lukewarm water to give a mash which suits the way puppies of all breeds wolf their food down and makes it easier for them to get the nutrition they need. It is therefore especially suitable for all sensitive dogs.

... 2/10 kg

REARING FLAKES

- From 4 weeks of age
- For feeding as puppy mash
- Also for delicate puppies



Fully solubilized and easily digestible carbohydrates in the form of special fine flakes and a balanced proportion of nutritious proteins and fats form the basis of this puppy food. The food should always be mixed with lukewarm water, or possibly with thinned Happy Dog Puppy Milk. This results in a puppy mash which is especially suitable for weaning.

... 5 kg



Croquettes not illustrated actual size

NATURFLOQ – SUPPLEMENT FLAKES

LEICHTE FLOCKEN (LIGHT FLAKES)

- Fine flakes for mixing with meat
- Easily digestible
- Supplemented with vitamins and minerals



Meat is nutritious, but it is not everything. A healthy balanced dog food also includes highly digestible vegetables with their active ingredients and fibre.

In addition to easily digestible swelled flakes on the basis of high quality maize, Happy Dog Leichte Flöcken (Light Flakes) contain a high proportion of special vegetables and millet for healthy nutrition, especially for dogs with sensitive digestion.

... 2/10 kg

5-KORN-FLOCKEN (5-KORN FLAKES)

- Crunchy wholemeal 5-cereal flakes for mixing with meat
- With high quality herbs and vegetables
- Supplemented with vitamins and minerals



Happy Dog 5-Korn-Flöcken (5-korn flakes) are ideal for mixing with meat. They contain crunchy whole wheat flakes and wholemeal maize flakes, rice, millet and oats as well as special herbs and vegetables for healthy nutrition.

... 3/10 kg

MEAT FOR MIXING WITH FLAKES

Happy Dog offers the ideal combination for you to mix yourself:

Pure meat and cereal and vegetable flakes with added vitamins ensure well-being, vitality and zest in dogs.

Truthahn Pur (Turkey), Lamm Pur (Lamb) and Rind Pur (Beef), each contain a **single tasty source of protein**. These **single protein** cans are therefore especially suitable for feeding dogs with food intolerances and allergies. All Pure Meat cans are produced exclusively from freshly-slaughtered local meat.

TRUTHAHN PUR

- 100% turkey



... 200/400/800 g

LAMM PUR

- 100% lamb



... 200/400/800 g

RIND PUR

- 100% beef



... 200/400/800 g

SUPPLEMENTARY FOOD

ARTHROFIT



→ 1000 g

- For active and large-breed dogs
- Contains farmed green-lipped New Zealand mussels with a high proportion of glycosaminoglycans (GAGs)

Arthrofit contains farmed green-lipped New Zealand mussels, which are harvested in their native country when they are fully ripe, and which contain a high proportion of biologically available GAGs. These protein-sugar compounds are important functional elements for joints and make a considerable contribution to stamina. Recommendation: Additional feeding as a care measure for about 60 days. With chronic symptoms, every 2-3 days for long periods or permanently.

Ingredients: Raw protein 14.5%, raw fat 7.2%, raw fibre 5.5%, raw ash 4%, calcium 2%, phosphorus 1%
Additional ingredients/kg: Vitamin E (alpha tocopherol acetate) 1000 mg

HAAR SPEZIAL



→ 1000 g

- To promote healthy hair growth
- To support moulting
- With a unique combination of active ingredients

Skin and coat problems are often the result of a lack of important nutrients such as vitamins (vitamin E, B-complex, biotin), unsaturated fatty acids (Omega 3 and Omega 6) and trace elements (zinc, selenium, and iodine). The resulting metabolic problems can cause dandruff, redness, wetness, eczema and ulcers. HaarSpezial contains a **unique combination of active ingredients** to produce a clean and resistant skin, **to promote healthy hair growth and give support during moulting.**

Ingredients: Raw protein 25.0%, raw fat 10.0%, raw fibre 4.0%, raw ash 17.0%, calcium 1.3%, phosphorus 0.8%
Additional ingredients/kg: Vitamin E (alpha tocopherolacetate) 2000 mg, vitamin B1 80 mg, vitamin B2 120 mg, biotin 1000000 mcg, vitamin B12 250 mcg, zinc (zinc oxide) 2000 mg, iodine (calcium iodide) 8 mg, selenium (sodium selenite) 4 mg

MULTIVITAMIN MINERAL



→ 1000 g

- With all necessary vitamins and minerals
- For periods of increased vital nutrient requirement
- For deliberate supplement to meat portions

Multivitamin Mineral is intended for the deliberate supplementation of all **necessary vitamins, minerals and vital trace elements** to meat portions Multivitamin Mineral can also be used in periods where there is an increased requirement for vital elements, e.g. **during pregnancy and lactation, and for all high performance dogs.**

Ingredients: Raw protein 13.5%, raw fat 7.5%, raw fibre 3.0%, raw ash 30.0%, calcium 1.3%, phosphorus 3.5%, sodium 0.5%
Additional ingredients/kg: Vitamin A 600000 I.U., E, Vitamin D3 65000 I.U., E, vitamin E (alpha tocopherolacetate) 3000 mg, vitamin B1 400 mg, vitamin B2 350 mg, vitamin B6 200 mg, biotin 7400 mcg, pantothenic acid 700 mg, niacin 1300 mg vitamin B12 1400 mcg, iron (ferrous (II) sulphate) 700 mg, copper (copper (II) sulphate) 35 mg, zinc (zinc oxide) 250 mg, manganese (manganese oxide) 160 mg, folic acid 180 mg, iodine (calcium iodide) 1.5 mg, selenium (sodium selenite) 0.5 mg

SUPPLEMENTARY FOOD

POWER PLUS



→ 0,9/1,8 kg

- Coordinated protein building blocks for optimum muscle growth
- Immediate regeneration due to cracked carbohydrates
- Directed supply of amino acids for more temperament

Power Plus was specially developed for athletic dogs. Power Plus contains protein components on the basis of egg, poultry, liver and dried whey, which is perfectly adapted to the dog's musculature to ensure rapid muscle growth, as well as partially hydrolysed carbohydrates, which ensure the immediate release of energy during high-performance sport. Enriched with unsaturated oils, many important vitamins, minerals and a special mixture of Chinese herbs, this results in an exceptional supplement food for regenerative feeding after sport and high performance.

Ingredients: Raw protein 23.0% raw fat 23.0%, raw fibre 3.0%, raw ash 6.0%, calcium 1.3%, phosphorus 1.0%, sodium 0.1%
Additional ingredients/kg: Vitamin A 850 I.U., E, Vitamin D3 850 I.U., E, vitamin E (alpha tocopherolacetate) 200 mg, vitamin B1 20 mg, vitamin B2 50 mg, vitamin B6 15 mg, folic acid 4 mg, niacin 500 mg vitamin B1240 mcg, iron (ferrous (II) sulphate) 100 mg, copper (copper (II) sulphate) 20 mg, zinc (zinc oxide) 80 mg

DIÄT-ALLEINFUTTER

SANO N



→ 1/7,5 kg

- Dietary single food to help with care in cases of chronic kidney, liver and heart diseases
- With reduced protein, sodium and phosphorus content.

With kidney and liver disorders, these organs lose their ability to detoxify the body naturally. With an adapted diet, further damage to health can be avoided. **Sano N** has a **reduced phosphorus content**, with an adapted ratio of calcium – phosphorus, a **reduced protein content** made from high quality raw materials and a **low sodium content**, which is also ideal for heart disease.

Ingredients: Raw protein 12.5%, raw fat 14.0%, raw fibre 3.0%, raw ash 4.0%, calcium 0.6%, phosphorus 0.3%, sodium 0.1%
Additional ingredients/kg: Vitamin A 20000 I.U., E, Vitamin D3 1800 I.U., E, vitamin E (alpha tocopherolacetate) 100 mg, vitamin B1 4 mg, vitamin B2 4 mg, vitamin B6 3 mg, biotin 300 mcg, pantothenic acid 10 mg, niacin 30 mg vitamin B12 60 mcg, iron (ferrous (II) sulphate) 100 mg, copper (copper (II) sulphate) 10 mg, zinc (zinc oxide) 50 mg, manganese (manganese oxide) 4 mg, folic acid 1.5/7.5 kg, iodine (calcium iodide) 1.0 mg, selenium (sodium selenite) 0.1 mg

OUR DIET HINT

According to the symptoms, dietary foods for feeding dogs with metabolic disorders or diseases have an important or even essential therapeutic potential.

Example: Kidney failure and liver disorders are relatively common ailments in dogs, which due to the progressive deterioration of the organs usually involve a considerable reduction in life expectancy. This can be successfully treated with dietary foods

such as **Sano N**. Acute disorders often only need temporary dietary measures. In cases of chronic disease, feeding with dietary foods must be used as a permanent treatment. For older dogs, routine checkups every six months or every year are recommended for early diagnosis.

Do you know all
of our company's
nutritional concepts?

