

HYPOALLERGENIC

NATURAL Greatness

Ultra Premium Quality Cat & Dog Food



Natural Nutrition
with Great Taste



CATS

RECIPES INSPIRED BY *nature*

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The Ancestral diet of lynxes, now available for your pet.

NATURAL Greatness is more than dog and cat food brand, it is a way of understanding nutrition from a natural point of view.

Our love for animals led us explore the feeding habits of lynxes, direct ancestors of dogs and cats, with the aim of implementing their diets to our recipes, guaranteeing 100% Natural Food.



Recipes with high digestibility and exquisite flavor thanks to its high content of fresh meat and its high quality proteins.



Grain-free, lactose-free, gluten-free, preservative-free, no flavorings and no artificial colors.



Top quality meat with proteins of high biological value, always 100% free of GMOs.



100% cruelty-free pet food, supervised by veterinarians and experts in animal nutrition.



With natural antioxidants extracted from vegetables and fruits, such as rosemary or vitamins C and E.

Like lynxes, cats are **carnivores by nature** and their digestive system is adapted to metabolize a **high protein and fat diet**.

BENEFITS OF INCORPORATING OUR PRODUCTS TO YOUR CAT'S DIET:

- Meat inclusions of 74-86%, matching the high levels of meat that felines require.
- Optimal levels of Taurine, an essential amino acid for the proper cats' health.
- Great variety of meat and fish such as chicken, salmon, lamb, rabbit, or turkey.



WILD INSTINCT

Ultra Premium

Baby Cat - Kitten - Adult Cats
Hypoallergenic - All breed

600 gr / 2 kg / 6 kg



WILD INSTINCT - Hypoallergenic recipe designed with very high percentage of meat and low in carbohydrates, which provide a high protein level suitable for baby cats (from 1 month old), kitten, pregnant and adult cats.

This recipe promotes digestive tract and facilitates the expulsion of the hair balls and avoids the formation of them.

RECIPE PROPERTIES



Without cereals or grains.



Urinary care.
Optimizes the PH level.



Improves
immune system.



Promotes
digestive tract.



Facilitates the expulsion of the hair balls
and avoids the formation of them.

Composition:

Fresh chicken meat (40%), Dehydrated Chicken and Turkey meat (30%), Potato, Chicken Oil (7,5%), Hydrolyzed Chicken Liver (5%), Peas, Dehydrated Salmon (2,5%), Beet pulp, Salmon oil (0,8%), Yeast, Dehydrated whole egg (0,5%), Chicory, Sodium chloride, Calcium carbonate, Monocalcium phosphate, Malt extract, Inulin (FOS), Mannan-oligosaccharides (MOS), Citrus extracts (rich in bioflavonoids), Yucca, Rosemary, Glucosamine, Chondroitin.

Nutritional Analysis:

Crude Protein (41%), Crude Oils and Fats (21%), Crude Fibres (1,5%), Crude Ash (7,2%), Carbohydrates (20,6%), Calcium (1,4%), Phosphorus (1,1%), Magnesium (0,1%), Omega 3 fatty acids (0,5%), Omega 6 fatty acids (3,6%), Taurine 2.500 mg/kg, Metionine 2.400 mg/kg.

Metabolizable energy:

4.100 Kcal/kg.

Recipe formulated **WITHOUT CEREALS, NO SOYA and WITHOUT LACTOSE.**
NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.

Total animal ingredients:

86%

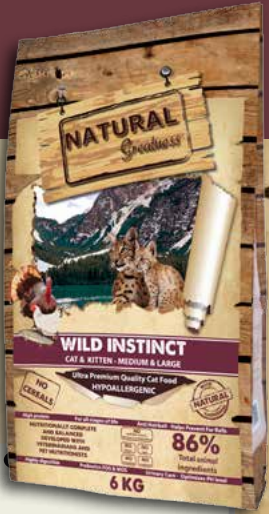
WILD INSTINCT

Ultra Premium

All age

Hypoallergenic - Medium and Large Breed

600 gr / 2 kg / 6 kg



WILD INSTINCT - Hypoallergenic recipe designed with very high percentage of meat and low in carbohydrates, which provide a high protein level suitable all ages and pregnant cats of medium and large breed.

This recipe promotes digestive tract and facilitates the expulsion of the hair balls and avoids the formation of them.

RECIPE PROPERTIES



Without cereals or grains.



Urinary care.
Optimizes the PH level.



Improves
immune system.



Promotes
digestive tract.



Facilitates the expulsion of
the hair balls and avoids
the formation of them.



Promotes chewing while
improving the cat's digestion.

Composition:

Fresh chicken meat (40%), Dehydrated Chicken and Turkey meat (30%), Potato, Chicken Oil (7,5%), Hydrolyzed Chicken Liver (5%), Peas, Dehydrated Salmon (2,5%), Beet pulp, Salmon oil (0,8%), Yeast, Dehydrated whole egg (0,5%), Chicory, Sodium chloride, Calcium carbonate, Monocalcium phosphate, Malt extract, Inulin (FOS), Mannan-oligosaccharides (MOS), Citrus extracts (rich in bioflavonoids), Yucca, Rosemary, Glucosamine, Chondroitin.

Nutritional Analysis:

Crude Protein (41%), Crude Oils and Fats (21%), Crude Fibres (1,5%), Crude Ash (7,2%), Carbohydrates (20,6%), Calcium (1,4%), Phosphorus (1,1%), Magnesium (0,1%), Omega 3 fatty acids (0,5%), Omega 6 fatty acids (3,6%), Taurine 2.500 mg/kg, Metionine 2.400 mg/kg.

Metabolizable energy:

4.100 Kcal/kg.

**Recipe formulated WITHOUT CEREALS, NO SOYA and WITHOUT LACTOSE.
NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.**

Total animal ingredients:

86%

New!

ATLANTIC SEA

Ultra Premium

Adults cats - Sterilized cats - Seniors
Hypoallergenic - All breed

1,5 kg / 5 kg



ATLANTIC SEA - An excellent hypoallergenic recipe indicated for adult cats, sterilized adults and seniors, made without cereals and with high percentages of fresh salmon to provide an adequate proportion of omega-6 and omega-3 fatty acids to support the good maintenance of lipid balance, which it translates into healthy skin and shiny coat. Low in calories, this recipe helps to keep the cat healthy and at its ideal weight.

RECIPE PROPERTIES



Without cereals or grains.



Urinary care.
Optimizes the PH level.



Improves
immune system.



Promotes
digestive tract.



Support for
brain function.



Low in fat for
an ideal weight

Composition:

Fresh Salmon 40%, Dehydrated Chicken Meat 30%, Potato, Apple Pulp, Vegetable Fibre, Peas, Hydrolysed Chicken Liver 2,2%, Brewer's Yeast, Beet Pulp, Chicken Oil 2%, Psyllium Herb, Dehydrated Whole Egg 0,35%, Minerals, Pear and Blueberries, Spinach, Carrot, Pumpkin, Algae, Inulin (FOS), Manano-oligosaccharides (MOS), Rosemary, Catnip (1.000 mg/kg), Parsley, Glucosamine, Chondroitin, Yucca schidigera.

Nutritional Analysis:

Crude Protein (37%), Crude Oils and Fats (13%), Crude Fibres (5,5%), Crude Ash (9%), Calcium (1,7%), Phosphorus (1,2%), Magnesium (0,1%), Omega 3 fatty acids (1,4%), Omega 6 fatty acids (1,2%), EPA+DHA (0,7%), Taurine 1.000 mg/kg, Metionine 1.000 mg/kg.

Metabolizable energy:

3.625 Kcal/kg.

**Recipe formulated WITHOUT CEREALS, NO SOYA and WITHOUT LACTOSE.
NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.**

Total animal ingredients:

74%

TOP MOUNTAIN

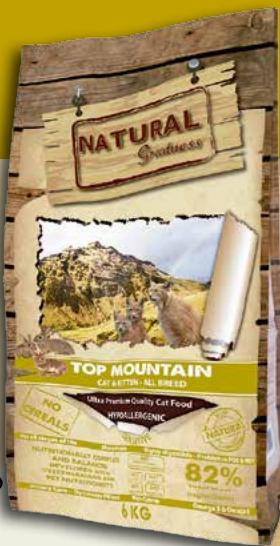
Ultra Premium

Hypoallergenic

All age / All breed

600 gr / 2 kg / 6 kg

SENSITIVE



TOP MOUNTAIN -

Hypoallergenic and monoprotein rabbit recipe designed to satisfy the nutritional needs of all cat breeds in all stages of life. Suitable for kitten, pregnant cats and adult cats. This recipe favors the digestive tract and optimizes the PH level in the urine.

RECIPE PROPERTIES



Without cereals or grains.



Urinary care.
Optimizes the PH level.



Promotes
digestive tract.



Improves
immune system.

Composition:

Fresh rabbit meat (40%), Dehydrated rabbit meat (30%), Peas, Potato protein, Chicken oil (8%), Dehydrated potato, Pea protein, Rabbit hydrolysate (3%), Salmon oil (0,8%), Yeast, Beet pulp, Mineral substances, Fruit (apples and blueberries), Vegetables (tomatoes and spinach), Carrots, Pumpkin, Algae, Inulin (FOS), Mannan-oligosaccharide (MOS), Rosemary, Catnip (1000 mg/kg), Parsley, Yucca, Glucosamine, Chondroitin.

Nutritional Analysis:

Crude Protein (37%), Crude Oils and Fats (20%), Crude Fibres (2,5%), Crude Ash (7%), Carbohydrates (21,2%), Calcium (1,2%), Phosphorus (1,1%), Magnesium (0,1%), Omega 3 fatty acids (0,7%), Omega 6 fatty acids (3,1%), Taurine 1.000 mg/kg, Methionine 1.000 mg/kg.

Metabolizable energy:

4.200 Kcal/kg.

Recipe formulated **WITHOUT CEREALS, NO SOYA and WITHOUT LACTOSE.**
NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.

Total meat ingredients:

82%

FIELD & RIVER

Ultra Premium
Hypoallergenic
Adults - All breed
600 gr / 2 kg / 6 kg



FIELD & RIVER - Excellent hypoallergenic recipe with very high percentage of meat that cats love and in low carbohydrates which provide a high protein level suitable for adult cats of all breed. This recipe contains high levels of protein for the correct development and maintenance of energy and muscle mass.

RECIPE PROPERTIES



Without cereals or grains.



Urinary care.
Optimizes the PH level.



Promotes
digestive tract.



Improves
immune system.

Composition:

Fresh salmon (40%), Dehydrated lamb meat (30%), Peas, Chicken oil (8%), Potatoes, Pea protein, Potato protein, Salmon hydrolysate (3%), Beet pulp, Yeast, Dehydrated whole egg (1%), Salmon oil (1%), Mineral substances, Mixed Fruits (Apples and Blueberries), Mixed Vegetables (Tomatoes and Spinach), Carrots, Pumpkin, Algae, Inulin (FOS), Mannan-oligosaccharide (MOS), Rosemary, Catnip (1000 mg/kg), Parsley, Yucca schidigera, Glucosamine, Chondroitin.

Nutritional Analysis:

Crude Protein (35%), Crude Oils and Fats (20%), Crude Fibres (2,5%), Crude Ash (7,5%), Carbohydrates (23,5%), Calcium (1,2%), Phosphorus (1%), Magnesium (0,1%), Omega 3 fatty acids (1,4%), Omega 6 fatty acids (3%), Taurina 1.000 mg/kg, Metionine 1.000 mg/kg.

Metabolizable energy:

4.100 Kcal/kg.

**Recipe formulated WITHOUT CEREALS, NO SOYA and WITHOUT LACTOSE.
NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.**

Total animal ingredients:

83%

SENSITIVE INDOOR

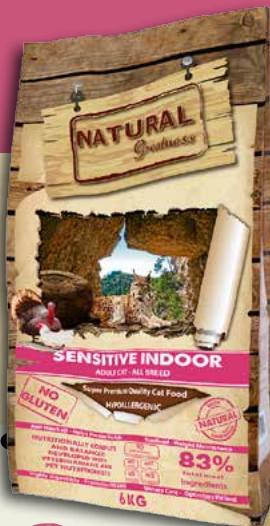
Super Premium

Hypoallergenic

Adults - All breed

600 gr / 2 kg / 6 kg

SENSITIVE INDOOR - Hypoallergenic recipe formulated to satisfy the nutritional needs of adult cats of all breeds. Thanks to its composition, this recipe is also optimal for sterilized cats, overweight cats, senior cats and overall, adult cats living indoor. This recipe promotes digestive tract and facilitates the expulsion of the hair balls and avoids the formation of them.



RECIPE PROPERTIES



Facilitates the expulsion of the hair balls and avoids the formation of them.



Urinary care. Optimizes the PH level.



Promotes digestive tract.



Improves immune system.

Composition:

Fresh chicken meat (40%), Dehydrated Chicken meat and Dehydrated Turkey meat (30%), Rice, Fine corn meal, Chicken liver hydrolyzate (5%), Chicken oil (4%), Dehydrated salmon (3,5%), Yeast, Vegetable fibers, Beet pulp, Potato Protein, Salmon Oil (0,4%), Dried whole egg (0,25%), Mineral Substances, Malt extract, Inulin (FOS), Mannan-oligosaccharides (MOS), Citrus extracts (rich in bioflavonoids), Yucca schidigera, Glucosamine, Chondroitin, Rosemary.

Nutritional Analysis:

Crude Protein (37%), Crude Oils and Fats (13%), Crude Fibres (5%), Crude Ash (7%), Carbohydrates (22%), Calcium (1,3%), Phosphorus (1,1%), Magnesium (0,1%), Omega 3 fatty acids (0,3%), Omega 6 fatty acids (2,5%), Taurine 2.100 mg/kg, Metionine 500 mg/kg, L-Carnitine 200 mg/kg.

Metabolizable energy:

3.800 Kcal/kg.

Recipe formulated **WITHOUT corn or wheat GLUTEN, NO WHEAT, NO SOYA, NO RYE AND NO LACTOSE** (ingredients associated with digestive inconveniences). **NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.**

Total animal ingredients:

83%

Changing to NATURAL Greatness

When we change the diet of our pet, the effects occur from the inside, so while the digestive changes occur relatively quick, skin and coat may take much longer to respond.

DETOXIFICATION PERIOD

Physical changes experienced by the pet when it switches from feeding with the wrong product to feeding on a high-grade diet.

- **Moult increase.**
- **Scabby skin.**
- **Dandruff increase.**
- **Constipation or diarrhea.**

Duration of symptoms: From 1 to 2 weeks.

ADJUSTING TO NATURAL GREATNESS

Dog and cat's digestive system needs time to fully adapt to a new food. For this reason, it is always recommended to introduce progressively the new food for several days and make this change smooth.

During 1 or 2 days



30% NATURAL Greatness
70% Old brand

During 3 or 4 days



50% NATURAL Greatness
50% Old brand

During 5 or 6 days



30% Old brand
70% NATURAL Greatness

ALWAYS



100% NATURAL Greatness

Switching between different recipes *Natural Greatness* can be done directly, since both the quality of the ingredients and nutritional analysis are within the same range of values.

Completerange

ANCESTRAL

HYPOALLERGENIC

Complete food for cats formulated
Without preservatives,
artificial flavors or colors.

Rabbit and Duck with Carrots and Chamomile

200 g



Our recipe for "Rabbit and duck with Carrots and Chamomile" contains a mix of meats highly healthy as they are the rabbit and duck meat.

Composition:

Rabbit (35%), Duck (heart, stomach and necks) (33%)
Broth (28,9%), Carrots (2%), Minerals (1%), Salmon Oil
(0,1%), Chamomile (0,01%).

Nutritional Analysis:

Crude Protein.....	10,1%
Crude Fibres.....	0,4%
Crude Oils and Fats.....	5,4%
Crude Ash.....	2,7%
Moisture.....	80%
Taurine.....	1.500 mg/Kg.

Metabolizable Energy....919 Kcal/kg.



Carrots: Rich in Beta carotene and loaded with Vitamin A, C and K.
They are also high in Potassium and Fibre. Good for the skin and eyesight.



Chamomile: Chamomile is antispasmodic, carminative (gas relieving),
anti-inflammatory, sedative, antimicrobial and very digestive.



Compleat range

ANCESTRAL

Natural Greatness "wet food"
taste better...

HYPOALLERGENIC

Complete food for cats formulated
Without preservatives,
artificial flavors or colors.

Salmon and Turkey with Pumpkin and Catnip

200 g



Our recipe "Salmon and Turkey with Pumpkin and Catnip" is a fine blend of delicious salmon and turkey meat.

Composition

Turkey (meat, heart, liver and necks) (53%), Broth (28,8%), Salmon (15%), Pumpkin (2%), Minerals (1%), Salmon Oil (0,1%), Catnip (0,1%).

Nutritional Analysis:

Crude Protein.....10,1%
Crude Fibres.....0,4%
Crude Oils and Fats.....5,7%
Crude Ash.....2,6%
Moisture.....80%
Taurine.....1.500 mg/Kg.

Metabolizable Energy.....932,2 Kcal/kg.



Pumpkin: Low-calorie food rich in Vitamin A and C, Beta-carotene, Fibre, Potassium, Zinc, Calcium and Magnesium. It also contains Antioxidants.



Catnip: Well known for its effects on the behavior of cats. The strong and pleasant emanating odor, like mint, attracts them.



doesn't just
it looks better

Comple
range

ANCESTRAL

HYPOALLERGENIC

Complete food for cats formulated
Without preservatives,
artificial flavors or colors.

Chicken with Yoghurt, Banana and Strawberries

200 g



Our recipe "Chicken with Yoghurt, Banana and Strawberries" contains chicken meat as the only source of protein. For its composition, this recipe is recommended for **kittens and cats**.

Composition: Chicken (Lean meat, Heart, Liver, Necks and Stomach) (66%), Broth (27,8%), Yoghurt (2%), Banana (2%), Strawberries (1%), Minerals (1%), Salmon Oil (0,2%).

Nutritional Analysis:

Crude Protein.....	10,4%
Crude Fibres.....	0,3%
Crude Oils and Fats.....	5,9%
Crude Ash.....	2,5%
Moisture.....	80,0%
Taurine.....	1.500 mg/Kg.

Metabolizable Energy..... 956 Kcal/kg.



Yoghurt: Natural source of Calcium, Protein, Potassium, and Magnesium and Probiotics. Its bacteria is responsible for digesting the lactose contained in the milk.



Banana: It has a high Potassium content that helps prevent bones weaken. It provides large healthy amounts of Calcium.



Strawberries: Powerful Antioxidant that enhances the immune system and a great source of Vitamin C. They contain phenols, which help fight against the inflammatory processes of the body.



Classic range

Natural Greatness "wet food" taste better...

Complementary food for cats formulated
**Without preservatives,
artificial flavors or colors.**



70 g

Chicken Breast



75%
MEAT

HYPOALLERGENIC

Ingredients:

Chicken Breast (75%), Chicken Broth (23%), Rice (1%), Maltodextrine (1%).

Nutritional Analysis:

Crude Protein..... 20%
Crude Fibres..... 0,04%
Crude Oils and Fats..... 1%
Crude Ash..... 0,7%
Moisture..... 77%

Metabolizable Energy..... 832 Kcal/kg.



70 g

Chicken Breast - Kitten



100%
NATURAL

HYPOALLERGENIC

Ingredients:

Chicken Breast (51%), Chicken Broth (33,9%), Rice (5%), Eggs (4%), Tuna Liver (3%), Tapioca (1,8%), Fish Oil (0,3%), Maltodextrine (1%).

Nutritional Analysis:

Crude Protein..... 14,5%
Crude Fibres..... 0,05%
Crude Oils and Fats..... 3,5%
Crude Ash..... 0,5%
Moisture..... 75%

Metabolizable Energy..... 1023,4 Kcal/kg.

doesn't just
it looks better

**Classic
range**

Complementary food for cats formulated
**Without preservatives,
artificial flavors or colors.**



70 g

Ocean Fish



HYPOALLERGENIC

Ingredients:

Mackerel (45%), Sea Bream (30%),
Fish Broth (23%), Rice (1%),
Maltodextrine (1%).

Nutritional Analysis:

Crude Protein.....17%
Crude Fibres.....0,15%
Crude Oils and Fats.....1,6%
Crude Ash.....0,9%
Moisture.....80%

Metabolizable Energy.....747,5 Kcal/kg.



70 g

Tuna Fillet with Prawns



HYPOALLERGENIC

Ingredients:

Tuna Fillet (55%), Fish Broth (23%),
Prawns (10%), Pumpkin (10%), Rice (1%),
Maltodextrine (1%).

Nutritional Analysis:

Crude Protein.....15,5%
Crude Fibres.....0,09%
Crude Oils and Fats.....0,8%
Crude Ash.....1%
Moisture.....80%

Metabolizable Energy.....710 Kcal/kg

more info



NATURAL Greatness offers a natural standpoint to animal nutrition with high quality ingredients to feed all kinds of cats. We love cats and we have developed a natural and healthy food to maintain the overall health of the cats and the total well-being, supporting all body functions.

We select the best digestible proteins from nature, fruits and vegetables, along with a precise blend of vitamins and minerals to support the immune system. Each ingredient has a purpose and is carefully balanced to provide nutrition to every part of the cat's system naturally.

Our products are made from a natural cooking process. American technology used is highly advanced with direct injection of fresh meat. The quality of the natural ingredients used and new advanced process technology, gives our products a high level of palatability and digestibility. Our recipes are developed with the collaboration of a prestigious North American University.

DISTRIBUTED BY:

www.naturalgreatness.com

Natural Greatness Pet Food

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