



Issue 2024

**Real
NATURE**

The best
from nature.

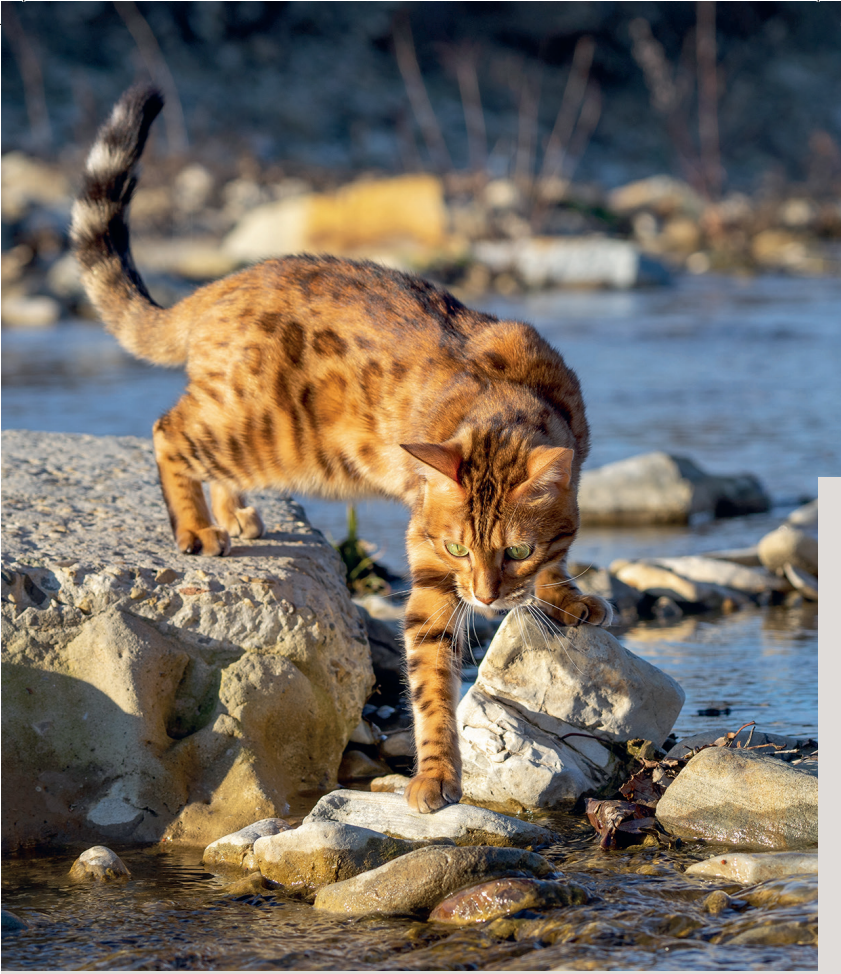


* In selected raw materials.

Two brands, one pledge.
Discover them now!

real-nature.com/en-ir





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From nature, for pet's nature.

NATURE'S MOST PRECIOUS GIFT

Nature is the best recipe for your cat's health and wellbeing. Do you want to give your pet the best possible nutrition? Then you can rely on REAL NATURE specially developed premium formulas with the best ingredients that nature can provide – for cats of all ages. Check out our product range under the REAL NATURE Original and WILDERNESS brands!

HIGH-QUALITY INGREDIENTS

REAL NATURE combines selected natural raw materials with nutritional and physiological expertise. Our Premium range comprises products with an extra-high proportion of meat and animal-based constituents. High-grade carbohydrates such as potatoes and high-value oils, for instance salmon oil, round the formulations off. Naturally free from additives such as preservatives, colouring and flavouring.

HIGH TRANSPARENCY

So that you always know precisely what you are feeding your pet, we have listed all the raw materials in each product on the package label. What you read is what you get.

Ideal nutrition in any age range

Ideal for any age.



From young to fully-grown to older cats: with KITTEN, ADULT and SENIOR formulas, REAL NATURE delivers stand-alone food solutions and snacks perfectly adapted to each stage in your cat's life.

KITTEN for young cats provides valuable nutrients during the growth phase, e.g. with a balanced calcium/phosphorus ratio for ideal bone and tooth development. The vitamin and fat content are higher to boost its natural defences and meet energy requirements.

ADULT for fully grown cats contains meat as a valuable source of protein. Other selected ingredients such as Omega-3 fatty acids can support the metabolism and promote healthy skin and fur. Suitable from about the **13th month**.

SENIOR for older cats is specially tuned to the changing nutritional and physiological needs from about the **7th year of age**, e.g. with an adapted vitamin content to strengthen the natural defences. The reduced phosphorus and protein content can help relieve the kidneys.



The package is designed to help

Transparency is important to us.
Quick orientation on the shelf:

That's why you can tell at first glance which essential ingredients each REAL NATURE product contains. Whether REAL NATURE Original or WILDERNESS: each package tells you in detail about the nutrition plan – and how it helps to keep your cat healthy.



Transparent list of ingredients

Essential ingredients and sources of protein

Age range immediately recognisable – for optimum nutritional and physiological effectiveness

Recommended feeding depending on cat's weight

* In selected raw materials.

Real
NATURE

Original



Of course you want only the best for your pet – and that's what we want, too! That's why our REAL NATURE Original product range gives your cat the **best ingredients that nature can provide**.

BALANCED AND UNTREATED

REAL NATURE Original combines high-quality animal proteins, complex carbohydrates and carefully chosen plant-based components. Gentle preparation (**cold pressing in the case of dry foods**) ensures that nutrients and protein value are preserved as long as possible.

EXTENSIVE RANGE

Whether in a can, dish, pouch or foil-wrapped – discover the REAL NATURE wet food for cats that best suits your pet's taste – and that is most practical and convenient for you.

Give the best naturally!

Naturally*
Natural*



No added
artificial
preservatives



EVERYTHING AT A GLANCE



- ✓ High-quality animal proteins
- ✓ Complex and high-value carbohydrates
- ✓ Essential fatty acids e. g. in the form of salmon oil
- ✓ With wholesome herbs and selected plant-based ingredients
- ✓ No added sugar, artificial preservatives, colouring or flavouring

AGE	TYPE OF FOOD
Kitten ✓	Dry
Adult ✓	Wet ✓
Senior ✓	Snacks

* In selected raw materials.

Real
NATURE

WILDERNESS

Naturally
WILD.



REAL NATURE WILDERNESS offers your pet authentic nutrition modelled on wild cats' natural diet and allows you to give your cat the best possible nutrition for its breed. That's why our products contain a particularly large proportion of high-value animal-based ingredients, meat and fish**, plus fruit, vegetables and herbs. We do without cereals altogether.

Give your pet an element of authenticity again – REAL NATURE WILDERNESS follows the cat's own nature.

FRESH MEAT – AT LEAST 70% FRESH MEAT

REAL NATURE WILDERNESS is also available with extra-high meat content – for high acceptance by your pet. Even finicky cats like the taste!





Naturally WILD!

EVERYTHING AT A GLANCE



- ✓ Authentic nutrition modelled on wild cats' natural diet
- ✓ **With animal-based ingredients, meat and fish****
- ✓ **Grain and Gluten-Free Formula:** ideal for cats with a sensitive digestive system
- ✓ High-value oils provide important Omega-3 fatty acids
- ✓ Also available in a Pure version – **with only one source of animal protein**
- ✓ No added sugar, artificial preservatives, colouring or flavouring

AGE	TYPE OF FOOD
Kitten ✓	Dry ✓
Adult ✓	Wet ✓
Senior ✓	Snacks ✓





* In selected raw materials. ** All animal-based ingredients.



Proper feeding is easy.

Spread your cat's daily food ration over several servings. Wet food should be given at room temperature.

When changing your cat's diet, replace your previous pet food with REAL NATURE gradually (over the course of about 1 week). That way you can achieve **optimum compatibility and acceptance**. The amount of food given to adult cats should be matched to their weight and activity level. Please follow the recommendations given on each package.

- Day 1–2  75 % previous foodstuff + 25 % REAL NATURE
- Day 3–4  50 % previous foodstuff + 50 % REAL NATURE
- Day 5–6  25 % previous foodstuff + 75 % REAL NATURE
- From day 7  100 % REAL NATURE

NATURALLY THE PERFECT MIX

Dry food or wet? Our tip: both! Because a good mix combines the benefits of both types of food – ideal for a varied diet. That way, you make sure that your cat gets an adequate supply of top quality, diverse nutrients.

How it works: feed dry and wet food in small portions – separately over the course of the day.



GOOD TO KNOW:

The close-to-nature Premium formulas make this diet especially compatible and suitable even for cats with a sensitive digestive system.


Real Nature



OUR QUALITY PLEDGE:

- ✓ Natural nutrition without added artificial preservatives, colouring or flavouring
- ✓ Premium quality thanks to high-value raw materials
- ✓ Open declaration of all ingredients on the label
- ✓ Broad range to suit most tastes

* In selected raw materials.

ORDER HERE
TODAY! 



EXCLUSIVELY AT MAXI ZOO

Try now – Satisfied
or money back.

maxizoo.ie/acceptanceguarantee

**Valid for the entire Real Nature dry and wet food range.
Only in participating Maxi Zoo stores. For more
details please contact your local Maxi Zoo store.