



Issue 2024

Real  
Nature

The best  
from nature.



\* In selected raw materials.

Three brands, one pledge.  
Discover them now!

[real-nature.com/en-ir](http://real-nature.com/en-ir)





**Contents**

**Page**

About REAL NATURE ..... 3

Ideal nutrition in any age range ..... 4

Mixed feeding ..... 5

**REAL NATURE Original**

Give the best naturally! ..... 6

**REAL NATURE WILDERNESS**

Grain-free formula

Naturally WILD. .... 8

**REAL NATURE Country Selection**

Grain-free formula

Naturally regional ..... 10

# From nature, for pet's nature.

## NATURE'S MOST PRECIOUS GIFT

Nature is the best recipe for your dog'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 dogs of all ages. Check out our product range under the REAL NATURE Original, WILDERNESS and Country Selection 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 pups to fully-grown to older dogs: with JUNIOR, ADULT and SENIOR formulas, REAL NATURE delivers stand-alone food solutions and snacks perfectly adapted to each stage in your pet's life.

**PUPPY** for pups and young dogs provides the essential building blocks for growth with a balanced calcium/phosphorus ratio for ideal bone and tooth development. The vitamin and fat content are matched to the needs of a younger dog to boost its natural defences and meet energy requirements. For all breeds up to about **24 months old** (depending on size). Available in **Maxi** for larger dogs.

**ADULT** for fully grown dogs 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**. Perfect from the **11<sup>th</sup> to 24<sup>th</sup> month** (depending on size). Available in **Mini** for small and **Maxi** for big dogs.

**SENIOR** for older dogs is specially tuned to the changing nutritional and physiological needs as of the **6<sup>th</sup> – 8<sup>th</sup> year of age** (depending on size), e. g. with an adapted vitamin content to strengthen the natural defences.



Mixed feeding

## 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 pet 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 dogs with a sensitive digestive system.

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 dog 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 classics such as beef and potatoes, recipes with **superfoods** or low-calorie light products – our range includes something for everyone – and every pet.



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	PACKAGE SIZE
Junior ✓	Dry ✓	Mini
Adult ✓	Wet ✓	Maxi
Senior ✓	Snacks ✓	

\* In selected raw materials.

Real  
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# WILDERNESS

Naturally  
WILD.



REAL NATURE WILDERNESS offers your pet authentic nutrition modelled on wolves' natural diet and allows you to give your pet **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 dog's own nature.

## FRESH MEAT – AT LEAST 60% FRESH MEAT

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





Naturally WILD.

## EVERYTHING AT A GLANCE



- ✓ Authentic nutrition modelled on wolves' natural diet
- ✓ **With animal-based ingredients, meat and fish\*\***
- ✓ **Grain and Gluten-Free Formula:** ideal for dogs 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	PACKAGE SIZE
Junior ✓	Dry ✓	Mini ✓
Adult ✓	Wet ✓	Maxi ✓
Senior ✓	Snacks ✓	

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



REAL  
NATURE

# Country Selection

Naturally  
regional



Take your dog on a delicious discovery tour with REAL NATURE Country Selection – with selected **ingredients that nature offers locally.**

Our Premium formulas contain selected natural ingredients from **culinarily specific regions of Europe.** The animal and plant-based raw materials come from precisely those regions, e. g. turkey and fresh beef from the Alpine region or fresh salmon and reindeer from Scandinavia.

Naturally regional



## EVERYTHING AT A GLANCE



- ✓ Selected natural raw materials from specific regions of Europe
- ✓ With delicious meat or fish
- ✓ **Grain and Gluten-Free Formula:** ideal for dogs with a sensitive digestive system
- ✓ No added sugar, artificial preservatives, colouring or flavouring

AGE	TYPE OF FOOD	PACKAGE SIZE
Junior ✓	Dry ✓	Mini ✓
Adult ✓	Wet ✓	Maxi
Senior ✓	Snacks	

\* In selected raw materials.

# 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](https://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.