

2024 edition



**JUST RIGHT - EVERY TIME  
AND FOR EVERY OCCASION.**



[select-gold.com/en-ir](https://select-gold.com/en-ir)

Exclusively at  
**maxi zoo**



## **GIVE YOUR LOYAL FRIENDS WHAT THEY NEED.**

Every dog has its own personality – and its own requirements when it comes to its diet. SELECT GOLD offers you needs based functional nutrition concepts in premium quality.

At the same time, high-quality recipes and ingredients enable optimal care – every day, for every stage of life.

Find out more about the premium feeding concepts of the SELECT GOLD dry and wet food range.



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# WHAT NUTRITION IS RIGHT FOR YOUR DOG?

## FROM EXTRA SMALL TO EXTRA LARGE.

With recipes for XS, Mini, Medium and Maxi, SELECT GOLD provides different nutritional concepts which are perfectly tailored to the needs of every dog size.

### **XS** FOR VERY SMALL DOGS UP TO 4 KG\*:

- Energy content tailored to the lower body size
- Perfect croquette size
- Skin and fur care

### **MINI** FOR SMALL DOGS FROM 5 TO 10 KG\*:

- In some breeds, the teeth are closer together and thus more prone to plaque
- Crunchy and hard croquettes help with teeth cleaning

### **MEDIUM** FOR MEDIUM-SIZED DOGS FROM 11 TO 25 KG\*:

- For medium-sized dogs exposed to many different external influences
- Contains mannan-oligosaccharides (MOS), beta-glucan and increased vitamin E and C content to support the immune defences

### **MAXI** FOR LARGE DOGS > 25 KG\*:

- Contains glucosamine as a building block for cartilage and joints
- Extra large croquettes can stimulate chewing

\* Final weight.



# SELECT GOLD IS JUST RIGHT FOR ALL DOGS!

## FOR PUPPIES, ADULT AND SENIOR DOGS

With recipes for Junior, Adult and Senior, SELECT GOLD provides different nutritional concepts which are perfectly tailored to the needs of your dogs different life phases.

### JUNIOR FOR PUPPIES AND YOUNG DOGS:

- Ideal nutrition in the growth phase
- Balanced calcium-phosphorus ratio for ideal bone and tooth development
- Depending on the dog's size, feed approx. until the 8<sup>th</sup> month (XS) / 10<sup>th</sup> month (Mini) / 12<sup>th</sup> month (Medium) or 24<sup>th</sup> month (Maxi)

### ADULT FOR ADULT DOGS:

- Balanced ingredients contribute to healthy skin and beautiful fur
- Aids digestion
- Depending on the dog's size, feed approx. from the 8<sup>th</sup> month (XS) / 10<sup>th</sup> month (Mini) / 12<sup>th</sup> month (Medium) or 15<sup>th</sup>–24<sup>th</sup> month (Maxi)

### SENIOR FOR OLDER DOGS:

- Optimally tailored to changing nutritional and physiological requirements
- Helps the renal tract
- Supports the joints
- Depending on the dog's size, feed from 7<sup>th</sup> year (XS) / 8<sup>th</sup> year (Mini) / 8<sup>th</sup> year (Medium) / 9<sup>th</sup> year (Maxi)



# OUR HIGH-QUALITY NUTRITIONAL CONCEPTS.

Every dog needs nutrition that perfectly suits its size and life phase – with SELECT GOLD premium food you can find tailored solutions that are just as unique as your pet.

## DISCOVER PREMIUM FOOD NOW!

- Very high acceptance
- Perfectly tailored to the different needs, life phases and dog sizes
- Select protein and carbohydrate sources
- Developed with vets



# NUTRITIONAL SOLUTIONS FOR ALL DOG NEEDS.

Premium recipes formulated for the individual physiological needs of your dog



## Complete

**HIGH QUALITY NUTRITION. TAILORED TO THEIR NEEDS.**

- With fresh meat
- Wheat-Free Recipes

**XS** **MINI** **MEDIUM** **MAXI**

### LIFE PHASES

- Junior ✓
- Adult ✓
- Senior ✓

### NUTRITION TYPE

- Dry ✓
- Wet
- Snacks



## Sensitive

**UNIQUE FOR FOOD-SENSITIVE DOGS**

- One select source of protein
- Wheat-Free or Cereal-Free Recipes

**XS** **MINI** **MEDIUM** **MAXI**

### LIFE PHASES

- Junior ✓
- Adult ✓
- Senior ✓

### NUTRITION TYPE

- Dry ✓
- Wet ✓
- Snacks ✓



## Light

**FOR OVERWEIGHT DOGS**

- Reduced fat content
- Wheat-Free Recipes

**MINI** **MEDIUM** **MAXI**

### LIFE PHASES

- Junior
- Adult ✓
- Senior

### NUTRITION TYPE

- Dry ✓
- Wet
- Snacks



## Pure

**FOR HEALTHY TOLERANCE**

- One select source of protein
- Cereal-Free Recipes
- No added plant carbohydrates

### LIFE PHASES

- Junior ✓
- Adult ✓
- Senior

### NUTRITION TYPE

- Dry
- Wet ✓
- Snacks

# HIGH-QUALITY, FUNCTIONAL, NEEDS BASED DIET.

## LOOKING FOR PREMIUM FOOD THAT COVERS EVERYTHING?

SELECT GOLD Complete is the high-quality dietary solution which takes into account the individual needs of the different dog sizes and life phases.

## HOW YOUR DOG CAN BENEFIT:









- Perfectly tailored, nutritional and physiological concept
- High-quality protein sources with fresh meat
- Wheat-Free Recipe
- No added sugar or soya, no artificial preservatives, colourings or flavourings

SELECT GOLD Complete is available as dry feed for the life phases Junior, Adult and Senior and the dog sizes XS, Mini, Medium and Maxi.





# SELECT GOLD COMPLETE

SIZE OF DOG	LIFE STAGE		
<b>XS</b> for very small dogs up to 4 kg*  Skin & fur	<b>Junior</b>	 Bones & teeth	 DHA
<b>Mini</b> for small dogs from 5 to 10 kg*  Dental hygiene		<b>Adult</b>	 Optimal energy content
<b>Medium</b> for medium-sized dogs from 11 to 25 kg*  Immune system	<b>Senior</b>		 Kidney-friendly
<b>Maxi</b> for large dogs > 25 kg*  Cartilage & joints			

\*Final weight.



# UNIQUE FOR FOOD-SENSITIVE DOGS.

## DOES YOUR DOG FREQUENTLY SUFFER FROM INDIGESTION?

SELECT GOLD Sensitive is the perfect solution for dogs who are sensitive to specific food components or have food sensitivities.

### HOW YOUR DOG CAN BENEFIT:

- ✓ Highly tolerable ingredients with only one select source of animal protein
- ✓ Prebiotic nutrients that can help promote healthy gut flora
- ✓ Wheat-Free or Cereal-Free Recipes
- ✓ No added sugar or soya, no artificial preservatives, colourings or flavourings

SELECT GOLD Sensitive is available for all life phases and dog sizes as both dry and wet food as well as snacks.



## SELECT GOLD SENSITIVE

### SIZE OF DOG

#### XS

for very small dogs up to 4 kg\*



Skin & fur

#### Mini

for small dogs from 5 to 10 kg\*



Dental hygiene

#### Medium

for medium-sized dogs from 11 to 25 kg\*



Immune system

#### Maxi

for large dogs > 25 kg\*



Cartilage & joints

### LIFE STAGE

#### Junior



Bones & teeth



Nutrient supply in line with needs

#### Adult



Reduces strain on the digestive tract



Reduced stool odour

#### Senior



Kidney-friendly



Especially for seniors

\* Final weight.



# FOR OVERWEIGHT DOGS.

## DOES YOUR DOG TEND TO BE ON THE LARGER SIDE?

SELECT GOLD Light offers a low-calorie nutritional solution consisting of specially developed premium dry food.

### WHAT DOES YOUR DOG NEED?

- Only 10% fat allows for low-calorie feeding and effective weight control
- Dietary fibres which give a feeling of fullness for longer
- Wheat-Free Recipe
- No added sugar or soya, no artificial preservatives, colourings or flavourings



SELECT GOLD LIGHT

SIZE OF DOG

**Mini**

for small dogs  
from 5 to 10 kg\*



Dental hygiene

**Medium**

for medium-sized dogs from  
11 to 25 kg\*



Immune system

**Maxi**

for large dogs  
> 25 kg\*



Cartilage  
& joints

LIFE STAGE

Adult



Satiating  
effect



Skin & fur

\*Final weight.



# PETS LOVE IT. HIGH-QUALITY. HIGHLY TOLERABLE.

## IS YOUR DOG SENSITIVE TO PLANT CARBOHYDRATES?

SELECT GOLD Pure is the premium wet food with only one select source of animal protein with no plant carbohydrates, e. g. cereals, vegetables or potatoes, making it ideal for food-sensitive dogs.

### HOW YOUR DOG CAN BENEFIT:

- One source of animal protein  
e. g. beef or chicken
- Suitable for an exclusion diet by offering unusual  
protein sources such as deer or kangaroo
- Cereal-Free Recipes
- No added sugar or soya, no artificial  
preservatives, colourings or flavourings



## SELECT GOLD PURE

SELECT GOLD Pure takes that important extra step regarding sensitivity. By completely removing plant carbohydrates, this wet food is ideal for dogs with an especially sensitive gastrointestinal tract.

### LIFE PHASES

Junior	✓
Adult	✓
Senior	

### NUTRITION TYPE

Dry	
Wet	✓
Snacks	





# A GOLDEN CHOICE EVERY TIME.



## VITAL HEALTH FORMULA – FOR ALL ROUND CARE:

- No added sugar or soya
- No artificial preservatives, colourings or flavourings
- Developed with vets and nutritionists
- Made in Germany

**ORDER HERE  
TODAY** ↘



## EXCLUSIVELY AT MAXI ZOO

Try now – satisfied  
or money back

[maxizoo.ie/acceptanceguarantee](https://maxizoo.ie/acceptanceguarantee)

\*Valid for all the SELECT GOLD dry and wet food range. Only in participating Maxi Zoo Stores. More information available in your local Maxi Zoo store.