



**THE PERFECT CHOICE
FOR ANY CAT!**



Only the
best for your
feline
friend.

www.select-gold.com/en-ir

**EXCLUSIVELY at
MAXI ZOO**



ONLY THE BEST FOR EVERY LITTLE PAW.

Your cat is not just a pet, it's a member of the family - and a very special one at that. SELECT GOLD offers needs-based nutritional food in premium quality for your cat.

High-quality recipes and ingredients ensure optimal care – every day, for a lifetime.

Discover high-quality nutritional solutions now from SELECT GOLD!

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WHAT NUTRITION IS RIGHT FOR YOUR CAT? SELECT GOLD IS JUST RIGHT

FOR KITTENS, ADULT OR OLDER CATS

Whether your cat is a kitten, adult or senior all products are perfectly formulated for the appropriate life phase.



Kitten – Brain, bones & teeth development:

- > For ideal brain, bones and teeth development
- > For kittens and young cats in the 2nd growth phase aged from 2 to 12 months
- > Special composition for optimal development



Adult – Maintaining ideal weight:

- > For mature cats aged about 12 months onwards
- > Balanced recipes with premium-quality animal proteins can help your cat maintain its ideal weight.



Senior – Kidney relief:

- > For older cats aged about 7 years onwards
- > Lower phosphorus and potassium content and tailored protein supply can relieve the kidneys

THE RIGHT MIX DOES IT

To feed or not to feed mixed food? Many cat owners ask themselves this question. The answer is: say yes to mixed feed. Because this combines all the benefits of both types of feed. SELECT GOLD offers an ideal mix thanks to perfectly tailored concepts.

IF TWO ARE A PERFECT MATCH:

- ➔ Both foods provide all the necessary nutrients in top quality
- ➔ Dry food can support dental care through mechanical rubbing while chewing
- ➔ Wet food increases water intake and thus supports the fluid balance
- ➔ Feed small portions of dry and wet feed separately over the day



OUR HIGH-QUALITY NUTRITION CONCEPTS.

SELECT GOLD provides carefully tailored top-quality nutritional concepts for varied needs.

DISCOVER PREMIUM FOOD NOW!

- ➔ Very high acceptance
- ➔ Perfectly tailored to individual needs and life phases
- ➔ Wheat-free or cereal-free recipes
- ➔ Developed with the support of vets



SELECT GOLD offers your cat the right nutrition – with tailored solutions for every need.

Growth

FOR OPTIMAL DEVELOPMENT

- Mothers milk substitute or special nutrition for the growth phases
- Wheat-free or cereal-free recipes



LIFE PHASES	
Kitten	✓
Adult	✓
Senior	
NUTRITION TYPE	
Dry	✓
Wet	✓
Snacks	✓

Needs

FOR SPECIAL NEEDS

- Offers a perfect solution in any situation
- Wheat-free recipes



LIFE PHASES	
Kitten	✓
Adult	✓
Senior	✓
NUTRITION TYPE	
Dry	✓
Wet	✓
Snacks	✓

Pure

FOR HEALTHY TOLERANCE

- One source of animal protein
- Grain/Cereal free recipes



LIFE PHASES	
Kitten	✓
Adult	✓
Senior	✓
NUTRITION TYPE	
Dry	✓
Wet	✓
Snacks	

Purebred cats

HIGH- QUALITY FUNCTIONAL FOOD TAILORED TO YOUR CATS NEEDS.

- For special breeds like Maine Coon, Persians and British Shorthair
- Wheat-free recipes



LIFE PHASES	
Kitten	
Adult	✓
Senior	
NUTRITION TYPE	
Dry	✓
Wet	
Snacks	

FOR OPTIMAL DEVELOPMENT.

WANT TO GIVE YOUR KITTEN THE PERFECT START IN LIFE?

SELECT GOLD Growth supports kittens and youngsters as well as pregnant and lactating cats in the different growing phases by providing optimal nutrition.



THIS IS HOW YOUR FELINE FRIEND CAN BENEFIT:

- ➔ Increased energy, protein and vitamin content specially formulated for growth phases
- ➔ Nutrients which can optimise natural defences
- ➔ Wheat-free or cereal-free recipes
- ➔ No added sugar or soya, no artificial preservatives, colourings or flavourings

SELECT GOLD Growth is available as wet and dry food and as a snack. From mothers milk substitute for kittens and supplementary kitten food to special nutrition for kittens aged approx. 2–12 months.



GROWTH

Babycat & Mother	Ideal for kittens and mother cats	 For ideal growth
Kitten	Perfect for kittens	 Develops the brain, bones & teeth

FOR SPECIAL DIETARY NEEDS.

DOES YOUR CAT HAVE SPECIAL REQUIREMENTS?

SELECT GOLD NEEDS offers the ideal solution for the individual nutritional requirements of your pet in all situations – ranging from a special skin and fur recipe to tasty meals for fussy eaters.












THIS IS HOW YOUR CAT CAN BENEFIT:

- ➔ Functional ingredients e.g. for indoor cats, outdoor cats, sterilised cats, overweight cats and many more
- ➔ Wheat-free recipes
- ➔ No added sugar or soya, no artificial preservatives, colourings or flavourings

SELECT GOLD NEEDS is available as dry and wet food as well as snacks.



NEEDS

Classic Fit	Perfect for a balanced diet	 Optimal nutrition
Urinary	For urinary tract support	 Urine pH
Hair & Skin	For a shiny coat & supple skin	 Skin & fur
Sensitive Digestion	For optimal digestion	 Optimal digestion
Acceptance	For choosy cats	 With delicious liver
Indoor	Perfect for house cats	 Reduces stool odour
Outdoor	Perfect for outdoor cats	 Boosts the body's own defences
Sterilised	Perfect for neutered cats	 Fat metabolism
Oral Care	Ideal for dental care	 Dental care
Light	For cats with a tendency to put on weight	 For feeling full
Senior	Ideal for older cats	 Cartilage & joints

FOR CATS WITH FOOD SENSITIVITIES.

IS YOUR CAT PARTICULARLY SENSITIVE?

SELECT GOLD Pure is the premium dry and wet food with only one select source of animal protein and a cereal-free recipe. Cereal sensitivities in particular require a change in diet to protect the sensitive gastrointestinal tract.

THIS IS HOW YOUR CAT CAN BENEFIT:

- High-quality recipes consisting of just a few, highly tolerable ingredients
- One select source of animal protein, such as chicken or beef
- Prebiotic ingredients for stable gut flora
- Cereal-free recipes
- No added sugar or soya, no artificial preservatives, colourings or flavourings

SELECT GOLD Pure is available as dry and wet feed.



PURE

Pure

For cats with food sensitivities



One select source of animal protein



FOR INDIVIDUAL BREEDS.

DOES YOUR CAT NEED SPECIAL TREATMENT?

SELECT GOLD BREEDS meets the individual requirements of e.g. Maine Coon, Persians or British Shorthair who require special nutrition due to their physical characteristics.



HOW YOUR CAT WILL BENEFIT:


















- ➔ Recipes specially adapted to breeds
- ➔ Adapted energy content to help maintain an ideal weight
- ➔ Wheat-free recipes
- ➔ No added sugar or soya, no artificial preservatives, colourings or flavourings used

PUREBRED CATS











British Shorthair	Ideal for British shorthair cats	 Maintains muscle tone
Maine Coon	Ideal for Maine Coons and cats of large breeds	 Heart function
Persian	Ideal for Persian cats	 Beautiful fur

OUR RANGE:

Needs Dry food

	Hair & Skin	Acceptance	Indoor	Sensitive Digestion	Outdoor	Sterilised	Classic Fit	Light	Oral Care	Urinary	Senior + 12
Adult	 Poultry & Salmon 400 g, 3 kg, 10 kg	 Poultry & Liver 400 g, 3 kg	 Poultry & Rice 400 g, 3 kg, 10 kg	 Poultry & Rice 400 g, 3 kg, 10 kg	 Poultry & Rice 400 g, 3 kg, 10 kg	 Poultry & Potato 400 g, 3 kg, 10 kg	 Poultry & Rice 400 g, 3 kg, 10 kg	 Poultry & Rice 400 g, 3 kg, 10 kg	 Poultry & Salmon 400 g, 3 kg	 Poultry & Rice 400 g, 3 kg	
Senior	 Poultry & Salmon 400 g, 3 kg	 Poultry & Liver 400 g, 3 kg	 Poultry & Rice 400 g, 3 kg	 Poultry & Rice 400 g, 3 kg	 Poultry & Rice 400 g, 3 kg	 Poultry & Potato 400 g, 3 kg					 Poultry & Rice 400 g, 3 kg


Needs Wet food

	Hair & Skin	Acceptance	Indoor	Classic Fit	Light
Adult	 Chicken 85 g	 Chicken with Liver & Salmon 85 g	 Chicken 85 g	 Chicken 85 g	 Chicken 85 g
Senior	 Chicken 85 g	 Chicken with Liver & Salmon 85 g	 Chicken 85 g	 Turkey & Rice 85 g	 Chicken & Salmon 85 g




Purebred Dry food

	British Shorthair	Maine Coon	Persian
Adult	 Poultry & Salmon 400 g, 3 kg	 Poultry & Salmon 400 g, 3 kg, 10 kg	 Poultry & Salmon 400 g, 3 kg

Needs Snacks

	Hair & Skin
Adult	 Chicken 75 g

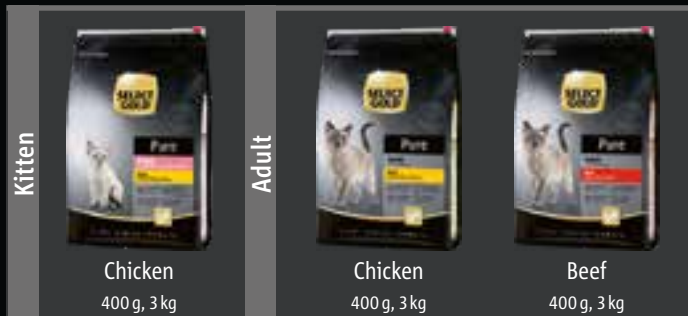
Growth Dry food

	Babycat & Mother	Kitten
Kitten	 Poultry & Rice 400 g, 3 kg	 Poultry & Rice 400 g, 3 kg, 10 kg
	Breeding	
	Kitten	
	 Milk-Set 300 g	

Growth Wet food

	Babycat & Mother	Kitten
Kitten	 Chicken 85 g	 Chicken 85 g
	 Chicken 200 g	 Chicken 200/400 g
	Growth Snacks	
	Kitten	
	 Chicken with yogurt 75 g	

Pure Dry food



SELECT GOLD ONLINE – EVERYTHING AT A CLICK



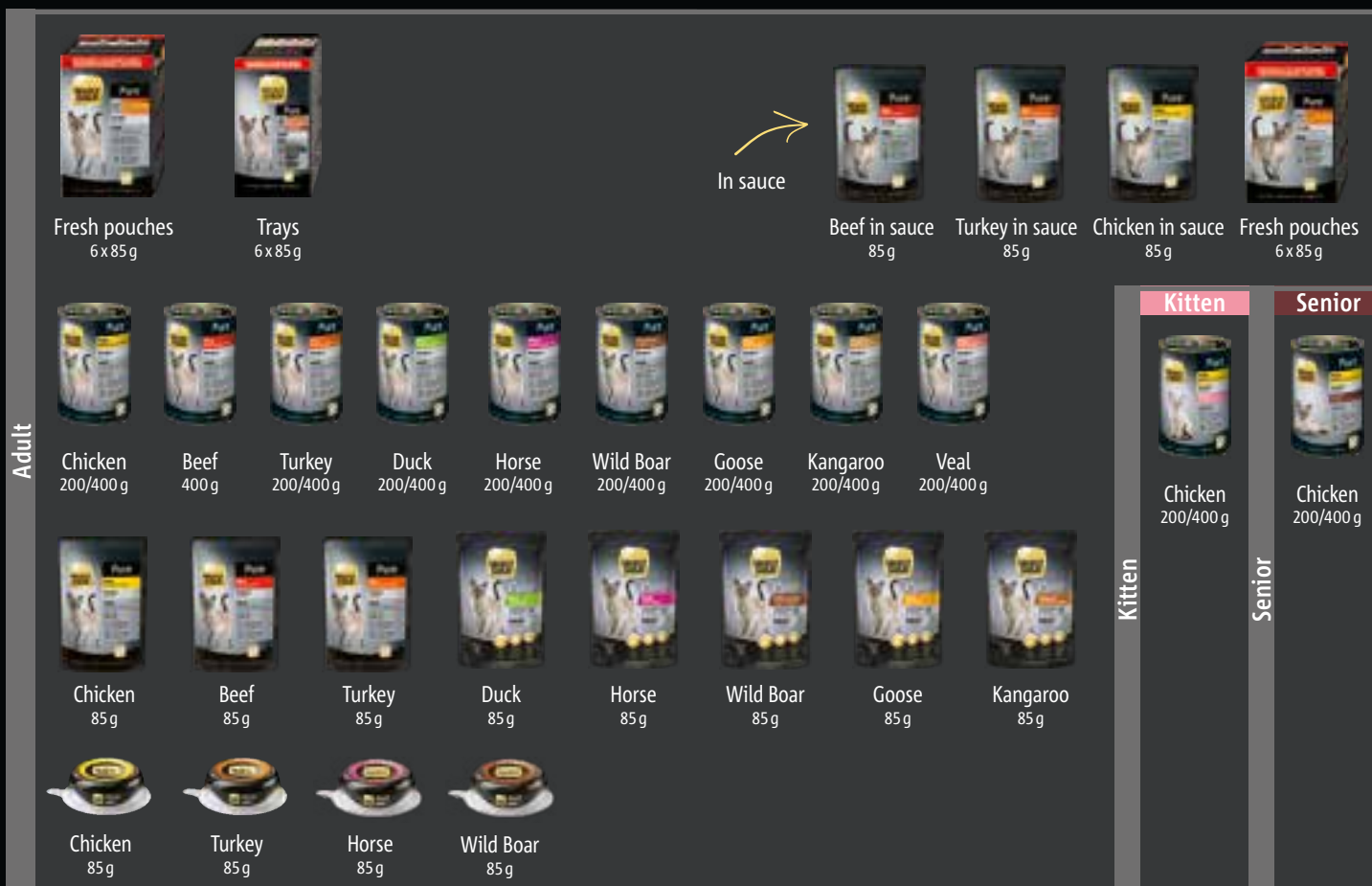
Visit our new homepage and find out more about all our products, exciting topics concerning your cat as well as practical tips and feeding recommendations.

www.select-gold.com/en-ir

THE BENEFITS AT A GLANCE.

The SELECT GOLD Premium recipes contain numerous functional ingredients for the health and well-being of your cat. To provide you with a quick overview at all times, you can find the product benefits with appropriate symbols on the relevant packaging.

Pure Wet food



Feeding recommendation
on the back



The most important product
benefits on the front





VITAL HEALTH FORMULA – FOR ALL ROUND CARE:

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



* Valid for all SELECT GOLD dry food. Only in participating Fressnapf stores. More information at your Fressnapf store.



LOVE IS WORTH
ITS WEIGHT IN GOLD.
SELECT GOLD.