



“Naturopet foods promotes overall health and maintains a healthy digestive system for your dog.”

Why not join us online where you can talk to the Naturo team - we love hearing your feedback. Feel free to ask questions or have a look through our website for Pet Care and Advice.

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High quality
natural dog food
for a truly
healthy diet

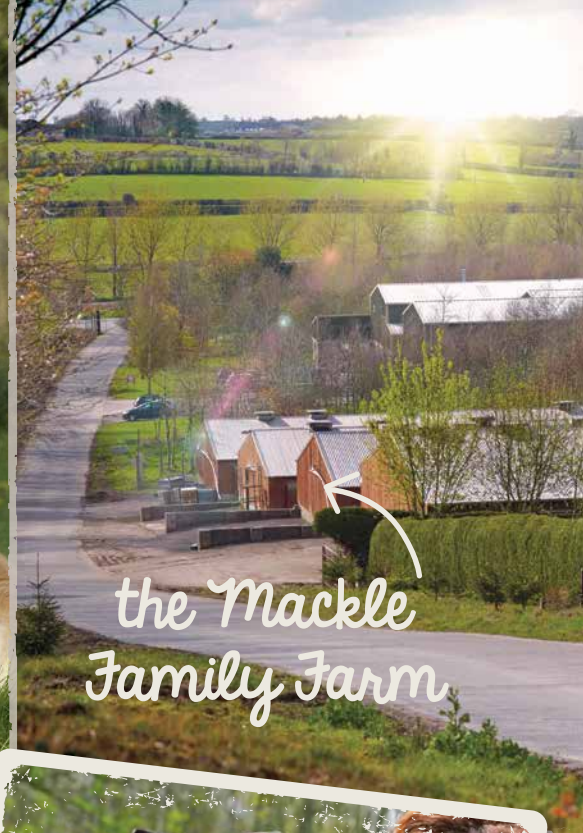
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OUR STORY

Pets have been at the centre of our family and our family business all our lives.



John Mackle · Naturo Founder & CEO,
with family dog 'Holly'



*the Mackle
Family Farm*

THE MACKLE FAMILY HAVE BEEN CREATING HIGH QUALITY PET FOOD FROM THE FAMILY FARM LOCATED IN BEAUTIFUL COUNTY ARMAGH IN NORTHERN IRELAND FOR OVER 40 YEARS



Our trusty Massey Tractor from the 1960's

*Our family
business goes
far back...*

*... and we take our
love for dogs quite
personal!*



Gwen Rafferty · Naturo Sales & Marketing Manager,
with her gorgeous Coco

Our Naturo range is perfectly balanced and provides a nutritious diet for dogs. We combine Essential Proteins, Fibre and Carbohydrates, Vitamins and Minerals and Fats and Oils to create a natural and nutritious meal for your dog.

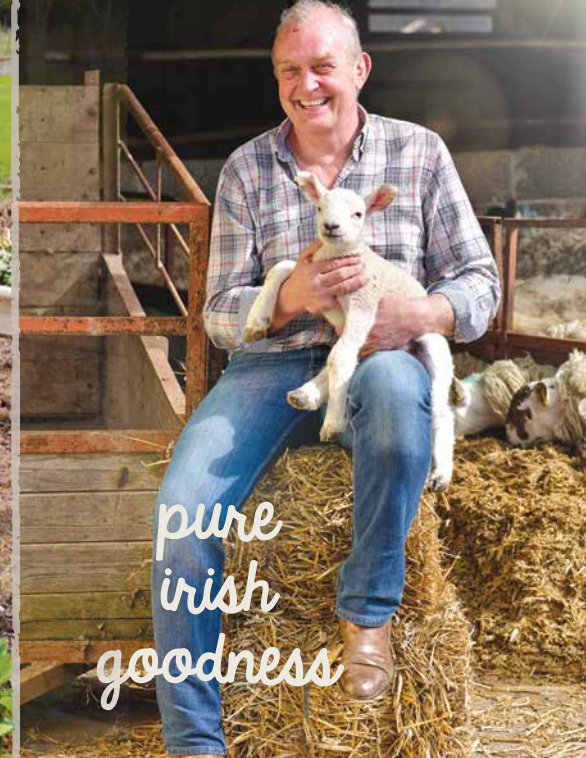
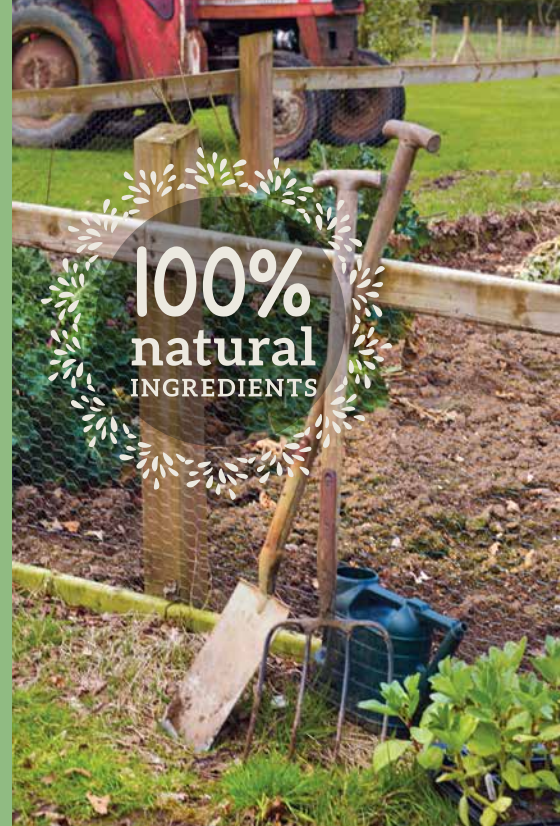
Our family philosophy has always been to promote overall health and maintain a healthy digestive system for your pet.

**WE TAKE GREAT PRIDE IN BRINGING OVER 40 YEARS
EXPERIENCE TO CREATE THIS HIGH QUALITY PET FOOD.**

On the front cover is Amy Kelly, Quality Assurance Team, with Alfie and Patch

OUR PARTNERSHIPS

Being close to the land and close to our partners is what makes Naturo so unique.



Alan Montgomery, local lamb farmer from neighbouring County Down.

WE PRIDE OURSELVES IN QUALITY AND FIND OUR RURAL LOCATION IN THE HEART OF NORTHERN IRELAND HELPS US ACHIEVE AND MAINTAIN THE HIGHEST QUALITY STANDARDS.

Locally
sourced

A large number of Poultry, Lamb and Fish Suppliers are in our neighbouring locality, giving us the unique advantage of meeting provenance and quality demands.

Fully
traceable

All our products are fully traceable from farm to bowl and we are proud to use predominantly Irish and British meats in our pet food recipes, world renowned for quality.



A continuous supply of fresh meat ensures we are committed to producing highly nutritional and palatable foods. Local supply partners and local sourcing of ingredients combine to provide a naturally healthy meal for your dog.

OUR BEAUTIFUL NATURAL COUNTRYSIDE PROVIDES US WITH SOME OF THE HIGHEST STANDARD INGREDIENTS IN THE WORLD

OUR GOAL

We provide healthy pet food that supports and helps your pets body to maintain and repair itself.

DEVELOPED BY LEADING NUTRITIONISTS,
NATURO SPECIFICALLY MEETS THE NEEDS
OF ALL DOG BREEDS.



STRONG IMMUNE SYSTEM

Naturo use only *high quality proteins* derived from animals and plant sources to help nourish the immune system. In addition, important vitamins and minerals support the immune system and aid in the natural regeneration of cells on a daily base.



HIGHLY PALATABLE

Naturo is made from *high quality wholesome ingredients* with natural flavourings. The scent, flavourings and taste should please even the fussiest of dogs.

GOOD SKIN AND COAT

Naturo diets contain an optimal balance of *Omega 6 and Omega 3* to promote a healthy skin and shiny coat as well as helping with itchy skin conditions. In addition, vitamins and minerals contained in Naturo complete dog food are also good for coat and skin.

IMPROVES VITALITY

Appropriate *protein and fat levels* help your dog maintain the ideal weight. Naturo diets also contain Vitamin B-Complex to support a healthy energy balance.

OPTIMAL WEIGHT



HEALTHY DIGESTION SYSTEM

Highly *digestible proteins and fibre* help maintain a healthy digestive system. In addition, as a highly digestible dog food, dogs will produce smaller firmer stools.

A balance of *minerals and Omega 3* support healthy bones and joints.

Furthermore, Glucosamine and Chondroitin will help promote ongoing joint health function in senior dogs.

STRONG BONES & JOINTS

OUR INGREDIENTS

We select a balance of only the best pure and natural ingredients, just as nature intended.



ESSENTIAL PROTEINS

Naturo dog food is distinguished by the high proportion of premium animal proteins. All meat protein sources come from animals fit for human consumption, with the Naturo wet food range containing 60% meat, single and duo source.

BENEFITS: Building blocks for healthy muscle development.

Chicken – Excellent source of quality protein which builds muscle and helps support a healthy weight.

Duck – An easily digestible, alternative protein source. Provides a good source of vitamins and minerals. Ideal for dogs with intolerances to common proteins.

Turkey – A highly palatable, excellent source of protein often used in senior recipes.

Lamb – Easily digested and contains high levels of the essential mineral zinc. This is important to prevent zinc deficiency, called zinc responsive dermatosis in dogs.

Salmon – Easy to digest, lean and packed full of vitamins. Salmon contains omega 3 and omega 6 fatty acids. These contain many benefits including promoting skin and coat health and supporting heart health and function.



FIBRE & CARBOHYDRATES

Fibre from rice and vegetables help maintain intestinal health and carbohydrates provide an excellent source of metabolizable energy for dogs. When they are correctly solubilised, the plant components are well tolerated. Naturo is also available in **Grain Free** dog food recipes.

BENEFITS: Energy sources for strength and stamina.

Brown rice – A non-allergenic source of fibre and energy and in the form of highly digestible carbohydrates it is also gentle on your dog's stomach. Its protein quality is also good because it contains relatively high levels of the amino acid lysine.

Carrots – A natural source of Beta Carotene which helps dogs produce Vitamin A and serves as an antioxidant to help prevent disease and infection.

Dried Chicory Root – Stimulates growth of beneficial bacteria in the digestive system. The extra soluble fibre component in chicory pulp is thought to support good bowel function.

Peas – A great source of nutrients containing Iron, Vitamin A and K, plus magnesium and phosphorus for blood, bone and muscle health.

Potatoes – High in carbohydrates, an excellent energy source. Potatoes also contain fibre, Vitamin C, Vitamin B complex and Iron.

Dried Tomatoes – Tomatoes contain lycopene which is a powerful antioxidant. Antioxidants protect the body's cells from damage and strengthen the immune system.



I love my dogs to be full of energy
- Amy



Amy Kelly - Naturo Quality Team, with little 'Alfie'

VITAMINS & MINERALS

A balanced, healthy diet not only supplies proteins, fats and carbohydrates, but focuses on vitamins and vital substances to ensure an outstanding combination of natural ingredients.

BENEFITS: Contribute to a healthy immune system.

Essential Vitamins – Vitamins A, D and E are supplied in a protected form to contribute to a healthy immune system. Vitamin A is good for eyesight, Vitamin D helps the body absorb calcium to build bone and Vitamin E is a fat soluble anti-oxidant, which helps boost the immune system.

Dried Basil – Contains Antioxidant properties, essential for optimal health.

Dried Kelp – A good source of minerals including potassium, calcium, magnesium, iron and iodine.

Zinc – An essential mineral, helps maintain good health.

Manganese – Helps support growth and development.

Selenium – Strengthens the immune system.

Iodine – Supports your dog's metabolism.

FATS & OILS

Essential fatty acids needed for bones, teeth, hair, coat, muscle and immune system as well as the digestive, reproductive and cardiovascular functions.

BENEFITS: Keep the skin and coat in top condition.

Salmon oil – Contains high levels of omega 3 which promotes healthy skin and glossy coat.

Sunflower oil – Low in saturated fat and rich in omega 6 which also promotes healthy skin and glossy coat.

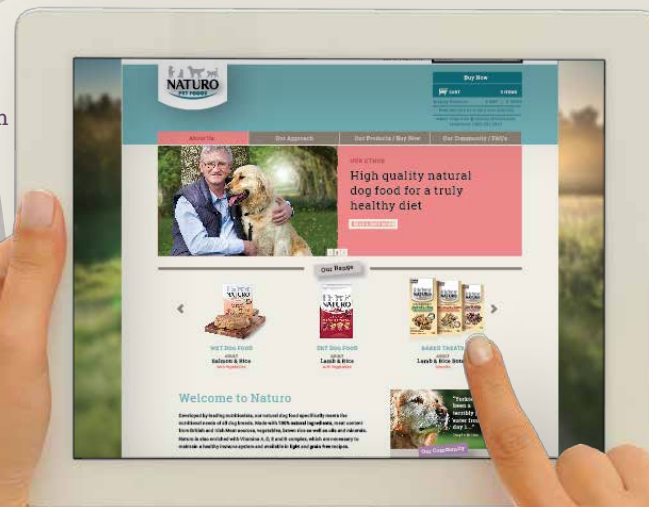
OUR COMMUNITY

Looking for advice or want to share your experience?

What is the best way to deal...

"Just to say thank you - at last I have found a quality food that my Spaniels absolutely love, it's fantastic. Every flavour they devour..."

"Yorkie has been a terribly picky eater from day 1..."



How can I change my dog over to Naturo pet food?

"Really impressed with this food. After months and months, I finally found good decent food for my dog, and better still has settled his stomach! ..."

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OUR PRODUCTS

Naturo Dog Food

Natural Ingredients:

100% natural, supplemented with essential vitamins, minerals and oils, rich and meaty



all natural
NO ARTIFICIAL
COLOURS, FLAVOURS
OR PRESERVATIVES



Suitable for dogs with allergies or sensitive conditions.

extra sensitive

Grain Free and Light products for extra support, if needed.

Nutritional Benefits:

strong immune system,
healthy teeth & bones,
healthy digestion system

Appropriate protein and fat levels help your dog maintain its ideal weight. Naturo diets also contain Vitamin B-Complex to support a healthy immune system.

60%
HIGH QUALITY
meat

FOR ADULTS



ADULT

Lamb & Rice
with Vegetables

400g / 150g tray

With 60% Lamb, contains high levels of the essential mineral zinc, important to prevent zinc deficiency.

Composition

Lamb 50%, Lamb Bone 10%, Brown Rice 20%, Carrots 5%, Peas 5%, Potatoes 5%, Minerals, Sunflower Oil, Salmon Oil, Dried Tomato, Dried Kelp, Dried Basil.

Nutritional additives

Vitamin A 3,000 iu/kg, Vitamin D3 420iu/kg, Vitamin E 40mg/kg, Vitamin B Complex 26.3mg/kg, Zinc Sulphate Monohydrate 107.14 mg/kg, Manganese Sulphate 11.72 mg/kg, Sodium Selenite 0.89mg/kg, Calcium Iodate 0.62mg/kg.

Analytical constituents

Protein 10%, Fat Content 7%, Inorganic Matter 4%, Crude Fibre 1%, Moisture 74%.



ADULT

Chicken, Lamb & Rice
with Vegetables

400g / 150g tray

With 30% Chicken and 30% Lamb, excellent sources of protein to build muscle and help support a healthy weight.

Composition

Chicken 30%, Lamb 30%, Brown Rice 20%, Carrots 5%, Peas 5%, Potatoes 5%, Minerals, Sunflower Oil, Salmon Oil, Dried Tomato, Dried Kelp, Dried Basil.

Nutritional additives

Vitamin A 3,000iu/kg, Vitamin D3 420iu/kg, Vitamin E 40mg/kg, Vitamin B Complex 26.3mg/kg, Zinc Sulphate Monohydrate 107.14mg/kg, Manganese Sulphate 11.72mg/kg, Sodium Selenite 0.89mg/kg, Calcium Iodate 0.62mg/kg.

Analytical constituents

Protein 10%, Fat Content 7%, Inorganic Matter 2.5%, Crude Fibre 1%, Moisture 75%.

Appropriate protein and fat levels help your dog maintain its ideal weight. Naturo diets also contain Vitamin B-Complex to support a healthy immune system.



FOR ADULTS



ADULT
Salmon & Rice
with Vegetables

400g / 150g tray

With 60% Salmon, contains omega 3 and omega 6 fatty acids for healthy skin, coat and heart function.

Composition

Salmon 60%, Brown Rice 20%, Carrots 5%, Peas 5%, Potatoes 5%, Minerals, Sunflower Oil, Salmon Oil, Dried Tomato, Dried Kelp, Dried Basil.

Nutritional additives

Vitamin A 3,000 iu/kg, Vitamin D3 420 iu/kg, Vitamin E 40mg/kg, Vitamin B complex 26.3mg/kg, Zinc Sulphate Monohydrate 107.14 mg/kg, Manganese Sulphate 11.72 mg/kg, Sodium Selenite 0.89mg/kg, Calcium Iodate 0.62 mg/kg.

Analytical constituents

Protein 10%, Fat content 9%, Inorganic Matter 3.5%, Crude Fibre 1%, Moisture 75%.



ADULT
Duck & Rice
with Vegetables

400g / 150g tray

With 60% Duck, a rich tasting, easily digestible alternative meat protein source.

Composition

Duck 60%, Brown Rice 20%, Carrots 5%, Peas 5%, Potatoes 5%, Minerals, Sunflower Oil, Salmon Oil, Dried Tomato, Dried Kelp, Dried Basil.

Nutritional additives

Vitamin A 3,000 iu/kg, Vitamin D3 420 iu/kg, Vitamin E 40mg/kg, Vitamin B complex 26.3mg/kg, Zinc Sulphate Monohydrate 107.14 mg/kg, Manganese Sulphate 11.72 mg/kg, Sodium Selenite 0.89mg/kg, Calcium Iodate 0.62 mg/kg.

Analytical constituents

Protein 10%, Fat content 9%, Inorganic Matter 4%, Crude Fibre 0.5%, Moisture 70%.



ADULT
Chicken & Rice
with Vegetables

400g tray

Contains 40% less fat, a healthier choice for dogs.

Composition

Chicken 50%, Brown Rice 26%, Carrots 5%, Peas 5%, Potatoes 5%, Minerals, Sunflower Oil, Salmon Oil, Dried Tomato, Dried Kelp, Dried Basil.

Nutritional additives

Vitamin A 3,000 iu/kg, Vitamin D3 420 iu/kg, Vitamin E 40mg/kg, Vitamin B complex 26.3mg/kg, Zinc Sulphate Monohydrate 107.14 mg/kg, Manganese Sulphate 11.72mg/kg, Sodium Selenite 0.89mg/kg, Calcium Iodate 0.62 mg/kg.

Analytical constituents

Protein 10%, Fat Content 4%, Inorganic Matter 3.0%, Crude Fibre 0.3%, Moisture 75%.

extra
light



**“AS DOGS’ NEEDS DIFFER,
SO DO OUR RECIPES.” –**

John



Dog food for sensitive stomachs or ideal for dogs with digestive issues



FOR ADULTS



ADULT
Chicken & Potato
with Vegetables

GRAIN FREE

400g tray

With 60% Chicken and 26% Potato – for allergy sensitive dogs.

Composition

Chicken 60%, Potato 26%, Carrots 5%, Peas 5%, Minerals, Sunflower Oil, Salmon Oil, Dried Tomato, Dried Kelp, Dried Basil.

Nutritional additives

Vitamin A 3,000 iu/kg, Vitamin D3 420 iu/kg, Vitamin E 40mg/kg, Vitamin B Complex 26.3mg/kg, Zinc Sulphate Monohydrate 107.14 mg/kg, Manganese Sulphate 11.72mg/kg, Sodium Selenite 0.89mg/kg, Calcium Iodate 0.62mg/kg.

Analytical constituents

Protein 10%, Fat Content 7%, Inorganic Matter 3.5%, Crude Fibre 1%, Moisture 75%.



ADULT
Salmon & Potato
with Vegetables

GRAIN FREE

400g tray

With 60% Salmon and 26% Potato – for allergy sensitive dogs.

Composition

Salmon 60%, Potato 26%, Carrots 5%, Peas 5%, Minerals, Sunflower Oil, Salmon Oil, Dried Tomato, Dried Kelp, Dried Basil.

Nutritional additives

Vitamin A 3,000 iu/kg, Vitamin D3 420 iu/kg, Vitamin E 40mg/kg, Vitamin B Complex 26.3mg/kg, Zinc Sulphate Monohydrate 107.14 mg/kg, Manganese Sulphate 11.72mg/kg, Sodium Selenite 0.89mg/kg, Calcium Iodate 0.62mg/kg.

Analytical constituents

Protein 10%, Fat Content 7%, Inorganic Matter 3.8%, Crude Fibre 1%, Moisture 75%.



FOR SENIORS



SENIOR
Turkey & Rice
with Vegetables

400g tray

With 60% Turkey, highly palatable and easily digestible.

Composition

Turkey 60%, Brown Rice 20%, Carrots 5%, Peas 5%, Potatoes 5%, Minerals, Sunflower Oil, Salmon Oil, Dried Kelp, Chicory, Glucosamine HCl, Chondroitin.

Nutritional additives

Vitamin A 3,000 iu/kg, Vitamin D3 420 iu/kg, Vitamin E 40mg/kg, Vitamin B complex 26.3mg/kg, Zinc Sulphate Monohydrate 107.14 mg/kg, L-Carnitine 25mg/kg, Manganese Sulphate 11.72 mg/kg, Sodium Selenite 0.89mg/kg, Calcium Iodate 0.62mg/kg.

Analytical constituents

Protein 9.5%, Fat content 9%, Inorganic Matter 4%, Crude Fibre 1%, Moisture 74%.



FOR PUPPIES



PUPPY
Chicken & Rice
with Vegetables

150g tray

With 60% Chicken and plasma protein – a rich source of protein for growing puppies.

Composition

Chicken 60%, Plasma 1.25%, Brown Rice 20%, Carrots 5%, Peas 5%, Potatoes 5%, Minerals, Sunflower Oil, Salmon Oil, Dried Tomato, Dried Kelp, Dried Basil.

Nutritional additives

Vitamin A 4,000iu/kg, Vitamin D3 400iu/kg, Vitamin E 40mg/kg, Vitamin B Complex 32mg/kg, Taurine 150mg/kg, Ferrous Sulphate 83mg/kg, Zinc Sulphate Monohydrate 114mg/kg, L-Carnitine 50mg/kg, Manganese Sulphate Monohydrate 15mg/kg, Copper Sulphate 12mg/kg, Sodium Selenite 2mg/kg, Calcium Iodate 0.8 mg/kg.

Analytical constituents

Protein 11%, Fat Content 7%, Inorganic Matter 2.5%, Crude Fibre 1%, Moisture 75%.

FEEDING GUIDELINES

ADULT 150G AND 400G FEEDING GUIDE: DAILY ALLOWANCE

Dog Size	Body Weight	On its own 150g	On its own 400g	With Dry Food 150g	With Dry Food 400g
Toy	Up to 5kg	½ - 1 Tray	½ Tray	Up to ½ Tray	Up to ¼ Tray
Small	5 - 12kg	2 - 4 Trays	1 - 2 Trays	1 - 2 Trays	Up to 1 Tray
Medium	12 - 25kg	n/a	2 - 3 Trays	n/a	up to 1½ Trays
Large	25 - 45kg	n/a	3 - 5 Trays	n/a	Up to 2½ Trays

PUPPY 150G FEEDING GUIDE: DAILY ALLOWANCE

Dog Size	Body Weight	On its own 150g		With Dry Food 150g	
Toy	Up to 5kg	2 - 3 Trays		Up to 1 Tray	
Small	5 - 12kg	4 - 8 Trays		Up to 2 Trays	



COMING SOON...

Naturo Mini Treats

new

NATURO ADULT

MINI BAKED TREATS

Lamb & Rice Bones

These beautiful bone shaped treats are slow oven baked with exactly 20% lamb per tray and are 100% natural with no artificial colours or preservatives. Contains condensed milk which can help prevent urinary tract infections.

✓20% Liver
✓Omega 3 & 6 Oils
✓Wheat Free & Gluten Free
✓Low in Fat ✓Good for Teeth

150g

new

NATURO ADULT

MINI BAKED TREATS

Liver & Cranberry Biscotti

These yummy biscotti treats are slow oven baked with exactly 20% liver per tray and are 100% natural with no artificial colours or preservatives. Contains condensed milk which can help prevent urinary tract infections.

✓20% Liver
✓Cranberries
✓Wheat Free & Gluten Free
✓Low in Fat ✓Good for Teeth

150g

new

NATURO ADULT

MINI BAKED TREATS

Liver Brownies

These delicious brownies are slow oven baked with exactly 20% liver per tray and are 100% natural with no artificial colours or preservatives. Contains condensed milk which can help prevent urinary tract infections.

✓20% Liver
✓Wheat Free & Gluten Free
✓Good for Teeth

150g

100% natural INGREDIENTS

BAKED TREATS

Naturo Mini Treats are a complementary, all natural treat for dogs. Available in Lamb & Rice Bones, Liver & Cranberry Biscotti and Liver Brownies – all wheat and gluten free.

Naturo Cat Food

Naturo Cat Mousse contains no artificial colours, flavours or preservatives and is free from grains which can often cause allergies. With 80% high quality meat and added Taurine for normal heart function and vision.

new

NATURO ADULT CAT

Chicken Mousse

80% High Quality Meat

100g

NATURO ADULT CAT

Salmon Mousse

80% High Quality Meat

100g

NATURO ADULT CAT

Tuna Mousse

80% High Quality Meat

100g

NATURO ADULT CAT

Turkey Mousse

80% High Quality Meat

100g

80% HIGH QUALITY meat

GRAIN FREE

Chicken Mousse

Salmon Mousse

Tuna Mousse

Turkey Mousse