



**We are the  
home of healthy  
pet food.**



ENGLISH

**HAPPY DOG<sup>®</sup>**

**Trusted feeding.  
Since 1968.**

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Trusted feeding.  
Since 1968.

*Georg Müller, Owner  
and Managing Director*

**Dear  
Dog Lovers!**

Our family are the 3rd generation producing high quality dog food in Wehringen, Bavaria. As big dog lovers, and the resulting quest for optimal nutrition, we have developed unique recipes for the health and vitality of your dog.

The special thing about it? The carefully composed variety of pure natural ingredients. We source raw ingredients from local farmers and are thus personally responsible for the safe origin of our food ingre-

dients. Only high quality proteins, combined with the valuable properties of herbs and fruits, are used in our products.

Happy Dog offers the exact nutrition that your dog requires. For every size, for every need and for every age - from puppy to senior.

## You can be sure with Happy Dog:

**We produce exclusively in Wehringen, Bavaria.**

**We utilise high quality raw ingredients and source them from local farmers.**

**We refrain from the use of soya. The raw protein ingredients come from freshly slaughtered animals.**

**We guarantee the best digestibility (90%) of our dog food.**

**We refrain from using synthetic colourings, flavourings and preservatives, as well as genetically modified raw ingredients.**

**We prefer to use a variety of natural raw ingredients in our recipes.**

**We ensure stringent controls for the continuity of our quality at the highest level.**

**We reject animal testing.**

**We are always there for you.**

You can rely on the fact: with Happy Dog you're feeding the best quality "Made in Germany".

I even put my name to it,  
Best Wishes,

Georg Müller

Proper feeding - our veterinary surgeon's tips

# Your dog needs more than meat

**Veterinary Surgeon Rebekka Rohn, from the team at Happy Dog Customer Service, explains in an interview what you should expressly be aware of when it comes to feeding:**

## **Why is natural variety so important in the diet?**

R. R.: "The ideal dog food should meet the needs of the dog in a way which originates from its ancestor the wolf. The wolf is not a pure "meat-eater": **In nature, prey of different species would be included (e.g. game, rodents, poultry and fish). Each of these species typically provides nutritious protein and fatty components which ideally complement each other.**

In addition, the wolf also **instinctively consumes a wide range of berries, fruits, roots, grass, earth,** etc. and thus makes use of their health-promoting properties. **This variety of food helps to effectively prevent deficiencies** and equips him perfectly for his hard life in the wild! Happy Dog replicates this original diet in an ideal way."

## **Why is Happy Dog dry food something special?**

R. R.: "**Only high-quality dry food provides an ideal variety of natural ingredients** with the best highly digestible meat from different animals, energy-rich varieties of grain, efficacious herbs, valuable minerals, vitamins and trace elements. Through special recipes the individual needs of the individual dog can be addressed.

## **And did you know:**

**A high quality dry food is often better value for money than a portion of canned food.**



You can serve it either dry or mixed with water!“

### What should you watch out for when changing food?

R. R.: "A change of food should be introduced gradually over at least 3 or 4 days so that the body can adapt. **Mix in a little more of the new food into the current food every mealtime.** With young, old, ill animals or those with a sensitive digestive system it should be introduced over a 7-14 day period!"

### What is the right feeding quantity?

R. R.: "Feeding quantity recommendations are dependent on the current and ideal weight of the dog.

**If overweight, clearly reduce the food quantity as much as possible and/or switch to a lower fat food.** Slender and active animals may be given more."

### When can I switch my puppy over to "adult food"?

R. R.: "Small breeds should be switched over to "adult food" at **approx. 9-12 months** (e.g. Adult Mini).

Also, very large breeds have a high protein requirement until their second dentition. Therefore **puppies of large breeds should initially have a diet of pure puppy food.** When the protein requirements **decrease from 6 months, they should be slowly weaned onto a special young dog food (Phase 2).**

Physical development is almost complete at approx. 15-18 months, after which the dog should be switched to **Happy Dog Adult.** When needed - for example if slightly overweight - you can change to an adult food a little earlier.

### What can be done about fussy eaters?

R. R.: "Most dogs like variety with their food but you as the "pack leader" should remain absolutely **consistent with feeding, because feeding has a lot to do with training.** If you're too soft here and constantly offer new food or even "refined" food, this "teaches" the dog not only to be a fussy eater but also to be a difficult dog!"



Interview with  
Rebekka Rohn, Veterinary  
Surgeon

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Building blocks for a healthy body

# Nature provides us with the best recipes

For the wolf in the wild, in addition to his prey, a rich selection of various useful food components are available, which he consumes instinctively.

The Happy Dog LifePlus Concept® imitates this natural diet, based on scientific research, in an ideal way and thus offers your dog a sensible combination of these vital substances.

This ensures he is very well armed against lifestyle diseases and metabolic problems. Naturally healthier - with the LifePlus Concept® from Happy Dog!

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## Linseed

Containing valuable Omega 3+6 fatty acids for skin and for metabolism and is freshly ground by us.

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## Micro-nutrients

They are necessary for life and help prevent deficiencies. For an optimal supply of all the important trace elements.

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## Apple

Apple pectin acts as a plant-based roughage and helps regulate digestion.

*"An apple a day keeps the doctor away"*



# HAPPY DOG LIFE PLUS CONCEPT®



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## **Green-lipped New Zealand mussels**

Contain glycosaminoglycans (GAGs) which are important for healthy joints, tendons and ligaments.

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## **Fermented grain**

Thanks to a gentle biochemical processing procedure they are easy for your dogs to digest and their positive effects can develop in the bowel.

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## **Selected herb mix**

Freshly dried herbs encourage a natural and healthy digestion for the stomach and bowel, and ensure optimal absorption of vitamins and trace elements.

Always the right thing for your needs

# Choose from two product lines



## Happy Dog Supreme – for the highest standards

### Unique recipes and exclusive ingredients

- Exclusive quality raw ingredients, such as salmon, ostrich etc.
- For the highest standards, also optimally suited for allergies and the prevention of lifestyle diseases
- Extremely well tolerated
- Especially high digestibility (smaller feeding quantities, smaller stool amounts)
- Natural variety for a balanced diet and the unique Happy Dog LifePlus Concept®



## Happy Dog NaturCroq – hearty premium quality

### Value for money

- Premium quality raw ingredients
- Poultry and wheat are the basic ingredients
- “Home cooking” - in winning recipes
- Green herbs



A young boy is sitting on a large, textured tree trunk. He is wearing blue jeans and a blue plaid shirt. He is holding a long, thin, light-colored stick or branch in his hands. The background is the rough, brown bark of the tree, with some green moss or lichen visible. The lighting is warm and natural, suggesting an outdoor setting.

**My father writes and talks  
the whole day long about  
Happy Dog. He says that it's  
hard work. But I believe  
he has a lot of fun.**

JONAS FROM WEHRINGEN.  
HIS DAD WORKS FOR HAPPY DOG.



Supreme Junior

# **The healthy revolution of Junior nutrition**



## The Happy Dog 2-phase concept protects against malnutrition.

A high protein and energy intake can lead to serious adverse health effects, especially with mid-sized and large breeds.

Incorporating **the latest scientific knowledge, the groundbreaking 2-phase diet for puppies and young dogs of all breeds from 10 kg** was founded in long-term development work.

### Two phases and many healthy advantages:

- The protein requirements of mid-sized and large breeds are different in the puppy and young dog phases.
- Phase 2 (young dog): Requirement-based reduction of the protein content provides the greatest possible safety when feeding growth-sensitive breeds
- Optimal calcium/phosphorous content
- No plant based protein substitutes (e.g. soya, maize gluten)
- Exclusive highest quality animal protein raw ingredients with guarantee of origin
- With the unique Happy Dog LifePlus Concept®



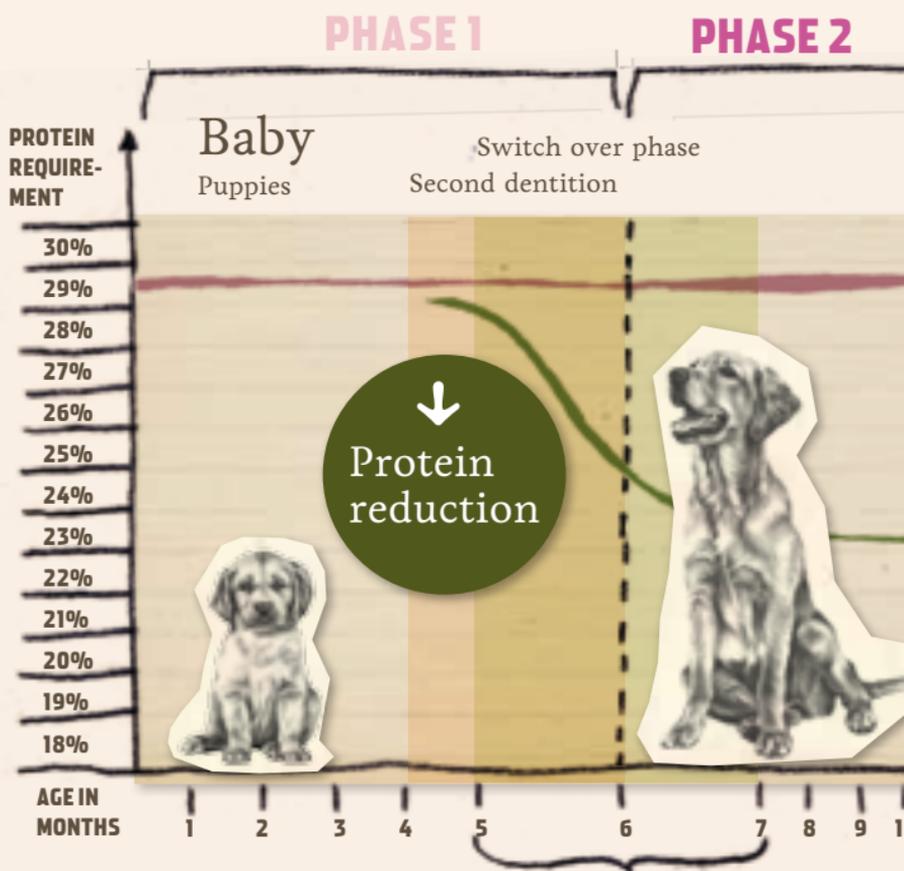
# 2 phases for healthy growth

**Protein and energy needs change during the development phase of the puppy:** In the first months of life the growth intensity of all breeds is at its strongest.

**With small breeds (up to approx. 10 kg) the needs only change marginally due to the special metabolic rates.**

Optimal feeding can be achieved here by tailoring the food quantity (1-phase feeding). As smaller breeds reach full maturity earlier, you can switch them to an adequate adult food at approx. 9 - 12 months.

**Differences with large breed puppies:** For the development of healthy and strong muscles, joints, ligaments and tendons, in addition to a shiny coat, they also need sufficient protein. After the second dentition has finished (at approx. 5-6 months) the protein requirements decrease in large breeds.



**Important:** Ideally between the 5th and 7th month, baby and junior food should be fed mixed together!

**↑** An oversupply of protein and energy after this period can cause an anabolic effect and thereby considerable growth disturbances.

**↓** For the first time, the 2-phase diet provides the smooth transition to a low protein diet for young dogs between the 5th and 7th month (see graph) and adapts to the actual needs of growing dogs of larger breeds. During this change over period you should ideally feed baby and young dog food mixed together for a couple of weeks.

**Consistently cautious feeding can significantly improve the feeding safety for both large-breed dogs and their owners.**

According to individual requirements, young dogs of large breeds should be switched to an energy-compatible adult food from approx. 15 - 18 months.

**Important:**

ADULT products are not an **alternative to a needs-appropriate rearing food.**

You cannot cover the higher energy demands of a young dog with the recommended feeding quantities.



## BABY MILK

### PROBIOTIC

- ▶ Puppy milk for motherless rearing from day one
- ▶ Low lactose content (max. 25%)
- ▶ With special probiotic cultures to stabilise the gut
- ▶ Especially suitable for the rearing of sensitive puppies



**1st Week** 12 x daily (around 15-20 ml reconstituted puppy milk should be fed every day per 100 g puppy weight)  
**2nd Week** 8 x daily (around 10-15ml reconstituted puppy milk should be fed every day per 100 g puppy weight)  
**3rd Week** 6 x daily (around 10-15 ml reconstituted puppy milk should be fed every day per 100g puppy weight), from the **4th Week** the reconstituted puppy milk can be offered 4-5 x daily until they are full; they should gradually be weaned onto solid food. These recommendations should be adapted to suit the size and development of the animal.

#### 500 g

**Composition:** whey fat powder, soya protein concentrate, gelatine, skimmed milk powder, whey powder, powdered egg, dicalcium phosphate, calcium carbonate, sodium chloride  
**Digestible energy:** 2,050 kJ/100 g

## MINI

### MINI BABY+JUNIOR 29

- ▶ 29% protein - adapted to the specific needs of small breeds up to a maximum of 10 kg at the age of 1 - 12 months



**PHASE 1+2**  
MINI BABY+JUNIOR  
1-12 months

29%  
PROTEIN



An optimally compounded puppy diet is the best basis for healthy development! **Mini 29 Baby + Junior** contains high quality poultry, lamb, rice and nutritious New Zealand mussels in a **vet recommended recipe** with only 29 % protein. It is ideal for problem-free and careful feeding of even sensitive small-breed puppies up to 10 kg adult weight from the 4th week of life.

**TIP** Also suitable for fattening up mid-sized breeds!

#### 1/4 kg

**Composition:** poultry meat meal [15%], maize flour, rice flour [14.5%], potato flakes, meat meal, poultry fat, beef fat, lamb meat meal [2.5%], fish meal, hydrolysed liver, beet slices, dried whole egg, apple pomace [dried] [0.6%], sodium chloride, yeast [dried], potassium chloride, barley [fermented] [0.2%], seaweed [dried] [0.15%], linseed [0.15%], yeast [extract], artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh [dried] [0.01%], chamomile, meadowsweet, wild garlic. [total herbs: 0.14%]  
**Digestible energy:** 1,755 kJ/100 g

## MEDIUM 1

### MEDIUM BABY 28

- ▶ For puppies of mid-sized breeds from 11 - 25 kg
- ▶ From 4 weeks up to and including 5 months
- ▶ Perfect for the first phase of life until second dentition



**PHASE 1**  
MEDIUM BABY  
1-5 months

28%  
PROTEIN



-3% PROTEIN

For the development of healthy and strong muscles, joints, ligaments, tendons and for a shiny coat, puppies of mid-sized breeds need sufficient protein. **Medium Baby 28** guarantees this in an ideal way with the best ingredients: Poultry, lamb, rice as well as nutritious New Zealand mussels.

**TIP** Also suitable for fattening up larger breeds!

#### 1/4/10 kg

**Composition:** poultry meat meal [15%], maize flour, rice flour [14.5%], potato flakes, meat meal, poultry fat, beef fat, lamb meat meal [2.5%], fish meal, hydrolysed liver, beet slices, dried whole egg, apple pomace [dried] [0.6%], sodium chloride, yeast [dried], potassium chloride, barley [fermented] [0.2%], seaweed [dried] [0.15%], linseed [0.15%], yeast [extract], artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh [dried] [0.01%], chamomile, meadowsweet, wild garlic. [total herbs: 0.14%]  
**Digestible energy:** 1,735 kJ/100 g

## MEDIUM 2

## MEDIUM JUNIOR 25

- ▶ For young dogs of mid-sized breeds from 11 - 25 kg
- ▶ From 6 months (after second dentition) up to 15 months
- ▶ With reduced protein content (25%)



ONLY 25% PROTEIN

PHASE 2  
MEDIUM JUNIOR  
6-15 months

In order to avoid growth disorders in the young dog phase, after the end of second dentition (from 6 months) the dog should be switched over to the protein reduced food **Medium Junior 25**. The vet recommended recipe with nutritious poultry, lamb, saltwater fish and New Zealand mussels, and a reduced content of only 25% protein, avoids over-supplying protein during the 2nd growth phase. This way you can prevent health problems in your young dog due to rapid growth.

## 1/4/10 kg

**Composition:** poultry meat meal [14%], whole grain maize, maize flour, rice flour [11%], potato flakes, poultry fat, beef fat, meat meal, lamb meat meal [2.5%], fish meal, hydrolysed liver, beet slices, apple pomace [dried] [0.7%], dried whole egg, sodium chloride, yeast [dried], potassium chloride, barley [fermented] [0.2%], seaweed [dried] [0.15%], linseed [0.15%], yeast extract, artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh [dried] [0.01%], chamomile, meadowsweet, wild garlic. [total herbs: 0.14%]

**Digestible energy:** 1,745 kJ/100 g

## MAXI 1

## MAXI BABY 29

- ▶ For puppies of large breeds over 26 kg
- ▶ From the 4th week up to and including the 5th month
- ▶ Perfect for the first phase of life until second dentition

PHASE 1  
MAXI BABY  
1-5 months

29% PROTEIN

Puppies of large breeds have special demands from their food: The food croquettes must be larger in order to avoid bolting their food. The energy and protein content must be adapted to the special needs of the first intensive growth phase.

**Maxi Baby 29** is based on the select ingredients of poultry, lamb, saltwater fish, rice and nutritious New Zealand mussels, in a vet recommended recipe with 29% protein.

## 1/4/15 kg

**Composition:** poultry meat meal [15%], maize flour, rice flour [14.5%], potato flakes, meat meal, poultry fat, beef fat, lamb meat meal [2.5%], fish meal, hydrolysed liver, beet slices, dried whole egg, apple pomace [dried] [0.6%], sodium chloride, yeast [dried], potassium chloride, barley [fermented] [0.2%], seaweed [dried] [0.15%], linseed [0.15%], yeast extract, artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh [dried] [0.01%], chamomile, meadowsweet, wild garlic. [total herbs: 0.14%]

**Digestible energy:** 1,740 kJ/100 g

## MAXI 2

## MAXI JUNIOR 23

- ▶ For young dogs of large breeds over 26 kg
- ▶ From 6 months (after second dentition) up to 18 months
- ▶ With reduced protein content (23%)



ONLY 23% PROTEIN

PHASE 2  
MAXI JUNIOR  
6-18 months

After the end of second dentition, the young dogs are switched over to the protein reduced **Maxi Junior 23** to prevent health problems due to rapid growth. A consistently moderate protein intake can significantly improve feeding safety for larger breeds. Poultry, lamb, saltwater fish, rice and New Zealand mussels combine to guarantee that the food is perfectly tolerated and the pup has a silky, shiny coat.

## 1/4/15 kg

**Composition:** poultry meat meal [14%], whole grain maize, maize flour, rice flour [11%], potato flakes, poultry fat, beef fat, meat meal, lamb meat meal [2.5%], fish meal, hydrolysed liver, beet slices, apple pomace [dried] [0.7%], dried whole egg, sodium chloride, yeast [dried], potassium chloride, barley [fermented] [0.2%], seaweed [dried] [0.15%], linseed [0.15%], yeast extract, artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh [dried] [0.01%], chamomile, meadowsweet, wild garlic. [total herbs: 0.14%]

**Digestible energy:** 1,740 kJ/100 g

-6% PROTEIN

The background is a blurred photograph of a veterinary clinic. In the upper left, a whiteboard is visible with some faint, illegible markings. Below it, a desk holds various items, including what appears to be a computer monitor and some containers. In the foreground, the back of a dark-colored chair with a curved metal frame is visible. The overall lighting is soft and warm, creating a professional yet comfortable atmosphere.

**Whether it is my  
dog, whether it is  
another dog.  
I am happy, if  
he is healthy.**

REBEKKA ROHN,  
VETERINARY SURGEON AT THE HAPPY DOG  
CUSTOMER SERVICE CENTRE



Supreme Fit & Well

# The fitness programme for your dog



## Exercise and a lower fat content help

**Overfeeding fat and protein can cause chronic disorders in dogs - especially if they don't get much exercise. Offer a well balanced diet, not too rich in content, that meets the specific needs of your dog!**

The **Fit & Well** products from Happy Dog have a moderate energy content and are optimally suited to the daily activity of your dog. By feeding your dog the recommended amount of the variety that is perfectly tailored to him, you can avoid overfeeding and the resulting problems. Each Fit & Well product has a quite unique recipe in a specially adapted croquette form.

## Fit and Well – following nature's example!

- Moderate protein and fat content, adapted to the daily natural desire for exercise and the individual metabolism of your dog.
- The recipes and croquette form are optimised for small, mid-sized and large breeds
- Extremely high digestibility (90 %) thanks to a high degree of breakdown.
- Natural variety with the unique Happy Dog Supreme LifePlus Concept®



# SUPREME FIT & WELL

## ADULT MINI

- › For a very special fine taste
- › Optimal care of teeth
- › With nutritious New Zealand mussels
- › For adult dogs up to 10kg with normal energy requirements {26/14}



Adult Mini contains 26% valuable protein of the best quality and an adequate 14% fat with unsaturated Omega 3+6 fatty acids, necessary for a healthy lifestyle, stemming from high quality animal and plant sources. The special recipe with extra small croquettes is refined by the unique Happy Dog Supreme LifePlus Concept® made of natural ingredients and is absolutely perfect for all adult dogs up to 10kg in weight. The energy content of Adult Mini is adapted to their natural desire for exercise of around 2-3 hours per day.

### 1/4 kg

**Composition:** maize, poultry meat meal, rice flour, meat meal, lamb meat meal, fish meal, poultry fat, beef fat, haemoglobin (dried), hydrolysed liver, beet slices, sunflower oil (0.75%), apple pomace (dried) (0.7%), powdered egg, sodium chloride, yeast (dried), potassium chloride, rape seed oil (0.25%), barley (fermented) (0.2%), seaweed (dried) (0.15%), linseed (0.15%), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh (dried) (0.01%), chamomile, meadowsweet, wild garlic. (total herbs: 0.14%)

**Digestible energy:** 1,725kJ/100 g

## ADULT MEDIUM

- › Natural equilibrium through optimised nutritional balance
- › With nutritious New Zealand mussels
- › For adult dogs from 11-25kg with normal energy requirements {24/12}



Adult Medium contains 24% nutritious protein of the best quality and an adequate 12% fat with unsaturated Omega 3+6 fatty acids, necessary for a healthy lifestyle, stemming from high quality animal and plant sources. The special recipe in an adapted croquette form is refined by the unique Happy Dog Supreme LifePlus Concept® made of natural ingredients and is absolutely perfect for all adult dogs from 10 to 25 kg in weight. The energy content of Adult Medium is adapted to their natural desire for exercise of around 2-3 hours per day.

### 1/4/12.5 kg

**Composition:** maize, poultry meat meal, rice flour, meat meal, lamb meat meal, fish meal, poultry fat, beef fat, haemoglobin (dried), hydrolysed liver, beet slices, sunflower oil (0.75%), apple pomace (dried) (0.7%), powdered egg, sodium chloride, yeast (dried), potassium chloride, rape seed oil (0.25%), barley (fermented) (0.2%), seaweed (dried) (0.15%), linseed (0.15%), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh (dried) (0.01%), chamomile, meadowsweet, wild garlic. (total herbs: 0.14%)

**Digestible energy:** 1,680kJ/100 g

## ADULT MAXI

- › Maxi-croquettes for large breeds
- › With nutritious New Zealand mussels
- › For adult dogs from 26kg with normal energy requirements {23/12}



Adult Maxi contains 23% valuable protein of the best quality and an adequate 12% fat with unsaturated Omega 3+6 fatty acids, necessary for a healthy lifestyle, stemming from high quality animal and plant sources. The special recipe with extra large croquettes is refined by the unique Happy Dog Supreme LifePlus Concept® made of natural ingredients and is absolutely perfect for all adult dogs from 26kg in weight. The energy content of Adult Maxi is adapted to their natural desire for exercise of around 2-3 hours per day.

### 1/4/15 kg

**Composition:** maize, poultry meat meal, rice flour, meat meal, lamb meat meal, fish meal, poultry fat, beef fat, haemoglobin (dried), hydrolysed liver, beet slices, sunflower oil (0.75%), apple pomace (dried) (0.7%), powdered egg, sodium chloride, yeast (dried), potassium chloride, rape seed oil (0.25%), barley (fermented) (0.2%), seaweed (dried) (0.15%), linseed (0.15%), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, mussel flesh (dried) (0.01%), chamomile, meadowsweet, wild garlic. (total herbs: 0.14%)

**Digestible energy:** 1,680kJ/100 g

## ADULT SPORT

- ▶ Increased performance by 28% high quality protein
- ▶ With nutritious New Zealand mussels
- ▶ For adult dogs with higher energy requirements {28/16}



Adult Sport was developed especially for sporting and performance dogs with high activity levels and for pregnant and lactating bitches. It contains 28% animal protein and 16% fat. Supplemented by the unique Happy Dog Life Plus Concept® and genuine New Zealand mussels, this is an extremely wholesome food that has a very positive effect on the readiness to perform. The energy content matches the requirements of a dog that is highly active for at least 3 hours a day.

### 4/15 kg

**Composition:** maize, poultry meat meal, meat meal, beef fat, poultry fat, rice flour, haemoglobin (dried), lamb meat meal, fish meal, beet slices, hydrolysed liver, sunflower oil (0.75%), apple pomace (dried) (0.7%), powdered egg, sodium chloride, yeast (dried), potassium chloride, rape seed oil (0.25%), barley (fermented) (0.2%), seaweed (dried) (0.15%), linseed (0.15%), artichokes, dandelion, mussel flesh (dried) (0.02%), ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, wild garlic. (total herbs: 0.14%)  
**Digestible energy:** 1,770kJ/100 g

## ADULT LIGHT

- ▶ Unique – only 6% fat
- ▶ With nutritious New Zealand mussels
- ▶ With vitalising L-carnitine
- ▶ For all adult dogs with lower energy requirements {19.5/6}



Over-weight dogs need particularly light and yet tasty food! Adult Light provides the perfect recipe: lamb, poultry and rice refined with the unique Happy Dog Supreme LifePlus Concept®. The low fat content of 6% to 19.5% protein and 1 to 3 hours activity per day, adapted to your dog's physical capabilities, prevents over-feeding and the problems it causes. Enriched with genuine New Zealand mussels and L-carnitine.

### 1/4/12.5 kg

**Composition:** maize, poultry meat meal, rice flour, lamb meat meal, meat meal, beet slices, hydrolysed liver, apple pomace (dried) (2%), poultry fat, sunflower oil, powdered egg, sodium chloride, yeast (dried), potassium chloride, rape seed oil, barley (fermented) (0.2%), seaweed (dried) (0.15%), linseed (0.15%), artichokes, dandelion, mussel flesh (dried) (0.02%), ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, wild garlic. (total herbs: 0.14%)  
**Digestible energy:** 1,550 kJ/100 g

## SENIOR

- ▶ With nutritious New Zealand mussels
- ▶ With artichokes and chicory
- ▶ With vitalising L-carnitine
- ▶ For all senior dogs with normal energy requirements {19/9}



As dogs grow older their metabolism and energy requirements change. Adult Senior provides the perfect recipe for an optimal diet: This very wholesome super-premium food is enriched with very digestible roughage, vitamin C as well as genuine New Zealand mussels and L-carnitine. The gentle preparation is refined by the unique Happy Dog LifePlus Concept®, made from natural ingredients with artichoke and chicory to maintain the vitality of all active senior dogs for longer.

### 1/4/12.5 kg

**Composition:** maize, poultry meat meal, rice flour, lamb meat meal, beef fat, meat meal, hydrolysed liver, fish meal, haemoglobin (dried), beet slices, poultry fat, sunflower oil, apple pomace (dried) (0.7%), powdered egg, sodium chloride, yeast (dried), potassium chloride, rape seed oil (0.25%), barley (fermented) (0.2%), seaweed (dried) (0.15%), linseed (0.15%), chicory root (extracted) (0.05%), artichoke (0.03%), dandelion, mussel flesh (dried) (0.02%), ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, wild garlic. (total herbs: 0.14%)  
**Digestible energy:** 1,625 kJ/100 g

Supreme Sensitive Nutrition

**The best from  
all over the  
world - especially  
recommended for  
sensitive dogs**



## The culinary world tour - specific feeding at the highest level

The five specialities **Toscana, Ireland, New Zealand, Africa** and **Caribbean** are not just tasty and wholesome, but also provide specific solutions for feeding demanding and sensitive dogs. The super-premium complete dry food for all breeds of dog contains the benefits of regional cuisine lovingly prepared in our factory in Bavaria. Even tastier and more easily digestible - therefore ideally suited for sensitive dogs.

- Five types of super-premium quality food to satisfy the highest requirements, with individual recipes
- Also ideal for sensitive dogs
- Healthy regional raw ingredients of wholesome quality
- For adult dogs of all breeds
- Extremely high digestibility (90%) thanks to a high degree of breakdown

HAPPY DOG  
LIFE PLUS  
CONCEPT®

New: Just  
saltwater  
fish



# SUPREME SENSIBLE NUTRITION

## KARIBIK NEW

## AFRICA



- › Only one single animal protein source
- › Contains no grain
- › Made with gluten free potatoes
- › Recommended by vets in cases of allergies and food intolerances

Only one protein source:  
**OSTRICH**  
Grain free



Only one protein source:  
**SALTWATER FISH**  
Grain free

**Happy Dog Supreme Karibik** is a grain-free gourmet food made from exclusive ingredients. The special delicacies of Caribbean cooking are famous for their quality and originality. **Finest deep sea fish, selected bananas and highly digestible potatoes** gently pamper your dog – and are of course **gluten free**. Thanks to deep sea fish, a unique and special source of protein containing average protein and energy, this heavenly recipe is easily digestible and also very well tolerated by sensitive dogs of all breeds. Happy Dog Caribbean is prepared **without lamb, poultry, rice, soya and wheat** and is refined with natural ingredients through the unique **Happy Dog Supreme LifePlus Concept®**. Valuable Omega-3+6 fatty acids - important for healthy skin and a shiny coat - round off the tropical enjoyment.

The outstandingly tasty super-premium complete food Africa is ideal for all little gourmets who are looking for something special, or who tend to be a bit choosy. It is also particularly suitable for **food-sensitive dogs of all breeds** with their special requirements. Africa combines **ostrich and potato** to create a unique recipe. Ostrich is a very unusual source of protein, and ideal for dogs with food intolerances. Potatoes do not contain **any gluten** and are recommended for animals with **grain intolerances**. Valuable Omega-3+6 fatty acids - important for healthy skin and a shiny coat - round off the exclusive recipe.

1/4/12.5 kg

**Composition:** potato flakes (46%), fish meal from deep-sea fish (17.5%), banana meal (10%), potato protein (7.5%), poultry fat, beet slices, cellulose, hydrolysed liver, apple pomace (dried) (1.2%), sunflower oil, sodium chloride, yeast (dried), potassium chloride, seaweed (dried) (0.2%), linseed (0.2%), yeast (extract), Yucca shidigera (0.05%), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, wild garlic. (total herbs: 0.14%)

**Digestible energy:**  
1,655 kJ/100g

**PROTECTS  
THE SEA!**

We only use fish from certified sustainable fishing sources.



1/4/12.5 kg

**Composition:** potato flakes (48%), ostrich meat meal (18%), potato protein, sunflower oil, beet slices, hydrolysed liver, apple pomace (dried), rapeseed oil, sea salt, yeast (extract)  
**Digestible energy:**  
1,600 kJ/100 g

## TOSCANA

- › **Reduced fat content ideal for dogs with lower energy requirements, also suitable for neutered dogs**
- › **With red wine grape pomace**
- › **With lamb, salmon & unrefined olive oil**
- › **Selected Mediterranean herbs**



For years the classic ingredients of **light Mediterranean cooking** have offered a natural protection against lifestyle diseases. Of particular note here are the aromatic **Mediterranean herbs**, low-cholesterol lamb and salmon, and the polyphenolic substances of red wine grapes. Only Happy Dog Toscana offers this unique variety of value-adding components. The exclusive recipe is rounded off by the unique **Happy Dog Supreme LifePlus Concept®** of natural ingredients. Toscana is also an excellent food for **sensitive dogs** with their special needs. It is also suitable for **neutered pets due to the moderate fat content of 7.5% to 22% protein**.

1/4/12.5 kg

**Composition:** maize, lamb meat meal (13%), salmon meal (9%), rice flour, poultry meat meal, potato flakes, beet slices, hydrolysed liver, poultry fat, apple pomace (dried) (1.0%), sunflower oil, sodium chloride, yeast (dried), potassium chloride, powdered egg, barley (fermented) (0.2%), seaweed (dried) (0.2%), linseed (0.2%), mussel flesh (dried) (0.05%), red wine grape pomace, elder fruits, artichokes, dandelion, winter savory, marjoram, ginger, rosemary, sage, thyme, birch leaves, nettles, aniseeds, basil, fennel seeds, elderflower petals, lavender petals, coriander, chamomile, meadowsweet, liquorice root, wild garlic. (total herbs: 0.28%)  
**Digestible energy:**  
 1,560 kJ/100 g

## NEUSEELAND

- › **Suitable for all dogs and especially for the feeding of sensitive digestion – particularly stomach and bowel-friendly**
- › **Unrefined sunflower oil**
- › **21% high quality lamb and 21% delicious rice**
- › **Nutritious New Zealand mussel flesh**



The exceptionally tasty super-premium complete food New Zealand contains **21% lamb, 21% rice**, and is made with the flesh of high quality green-lipped **New Zealand mussels**. Suited to all tastes, even those looking for something quite special or who are very choosy. It is also suitable for feeding **sensitive dogs of all breeds** and is **particularly gentle on the stomach and the bowels**. New Zealand contains carefully selected components, is prepared lovingly and has specially adapted protein and energy content. The exclusive recipe is rounded off by the unique **Happy Dog Supreme LifePlus Concept®** made from natural ingredients plus sunflower and rapeseed oil with valuable Omega-3+6 fatty acids.

1/4/12.5 kg

**Composition:** lamb meat meal (21%), rice flour (21%), maize, maize flour, meat meal, poultry fat, hydrolysed liver, beet slices, apple pomace (dried) (1.2%), sunflower oil (0.8%), sodium chloride, yeast (dried), potassium chloride, powdered egg, rape seed oil (0.2%), barley (fermented) (0.2%), seaweed (dried) (0.2%), linseed (0.15%), mussel flesh (dried) (0.05%), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, wild garlic. (total herbs: 0.14%)  
**Digestible energy:**  
 1,635 kJ/100 g

## IRLAND

- › **Suitable for all dogs and especially for feeding where coat and skin problems exist, and also allergies**
- › **Nutritious salmon and rabbit**
- › **With potato, oats and barley**



For all the little gourmets who are looking for something quite special, **are very sensitive** or who are **simply choosy**, Happy Dog offers a unique product: The exceptionally tasty super-premium complete food Ireland – made with delicious salmon and rabbit, and refined with easily digestible oats, potatoes and the unique **Happy Dog Supreme LifePlus Concept®** from natural ingredients. It is also extremely suitable for feeding sensitive dogs of all breeds. Because Ireland contains carefully selected components (**and is lovingly prepared without lamb, poultry, rice, soya or wheat**), its special composition **gives optimum skin and coat health**.

1/4/12.5 kg

**Composition:** barley, salmon meal (11%), rabbit meal (10%), wholegrain oatmeal (10%), potato flour (4.5%), poultry fat, hydrolysed liver, dicalcium phosphate, beet slices, apple pomace (dried) (1%), sodium chloride, yeast (dried), potassium chloride, powdered egg, barley (fermented) (0.2%), seaweed (dried) (0.2%), linseed (0.2%), mussel flesh (dried) (0.05%), Yucca shidigera, artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, wild garlic. (total herbs: 0.14%)  
**Digestible energy:**  
 1,660 kJ/100 g



Superb for small dogs  
**Small but impressive –  
there's everything  
inside that small breeds  
need**



*my little*  
EDITION

Only one  
protein-  
source!  
Grain free



## MY LITTLE NEUSEELAND

Lamb & Rice –  
particularly stomach  
and bowel friendly

My Little New Zealand, the extraordinarily palatable super premium complete food contains 21% lamb, 21% rice, and is made with the flesh of high quality green-lipped New Zealand mussels. These extra-small croquettes are ideal for all little gourmets who are looking for something rather special or who tend to be very choosy. It is also an excellent food for small-breed dogs with sensitive digestions and their special needs.

700 g/2.5 kg

**Composition:** lamb meat meal (21%), rice flour (21%), maize, maize flour, meat meal, poultry fat, hydrolysed liver, beet slices, apple pomace (dried) (0.9%), sunflower oil (0.8%), sodium chloride, yeast (dried), potassium chloride, powdered egg, rape seed oil (0.2%), barley (fermented) (0.2%), seaweed (dried) (0.2%), linseed (0.15%), mussel flesh (dried) (0.05%), artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, wild garlic. (total herbs: 0.14%)

**Digestible energy:** 1,635 kJ/100 g

## MY LITTLE IRLAND

Salmon and rabbit –  
Optimal for skin  
and coat

Happy Dog has a unique product for all little gourmets who are looking for something special, are very sensitive or are simply choosy. My Little Ireland is an extraordinarily palatable super-premium complete food that is made with pure salmon, rabbit and refined with easily digestible oats and potatoes. It is also an excellent food for sensitive small-breed dogs with their special needs (as it contains no lamb or poultry meat, rice, soya or wheat).

700 g/2.5 kg

**Composition:** barley, salmon meal (12%), rabbit meal (11%), whole-grain oatmeal (10%), poultry fat, potato flour (4.5%), hydrolysed liver, dicalcium phosphate, beet slices, apple pomace (dried) (1%), sodium chloride, yeast (dried), potassium chloride, powdered egg, barley (fermented) (0.2%), seaweed (dried) (0.2%), linseed (0.2%), mussel flesh (dried) (0.05%), Yucca shidigera, artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, wild garlic. (total herbs: 0.14%)

**Digestible energy:** 1,660 kJ/100 g

## MY LITTLE AFRICA

Ostrich & potato –  
African ostrich as the  
sole source of animal  
protein

My Little Africa, the extraordinarily palatable super-premium complete food, is ideal for all demanding little gourmets who are looking for something rather special or who tend to be choosy. It is also particularly suitable for food-sensitive small-breed dogs with their special needs. My Little Africa is a unique recipe that combines the highly-prized protein source of ostrich with gluten-free potatoes.

700 g/2.5 kg

**Composition:** potato flakes (43%), ostrich meat meal (18%), potato protein, poultry fat, sunflower oil, hydrolysed liver, beet slices, apple pomace (dried), rape-seed oil, sea salt, yeast (extract).

**Digestible energy:** 1,650 kJ/100 g

Project SOS Children's Village

## Give the gift of a future with every purchase!

Happy Dog donates a fixed amount (for example € 1.30 for 12.5 kg) to the SOS Children's Village in Kigali, the capital of Rwanda, for every pack of "Africa" sold. **Thanks to your help over €200,000 has already been raised. Thank you so much!**

You can find out more about the project at [www.happydog.de](http://www.happydog.de)



**SOS**  
**CHILDREN'S VILLAGE**  
in Germany and the world



A future for Africa! Already over **€ 200.000** donated!



For in-between meals: Happy Dog Supreme Snacks

## Healthy and delicious to nibble on

The crunchy rewards for puppies to seniors of all breeds.



- › low calorie recipe with only 4% fat, gluten-free rice and potatoes

**100 g**

**Composition:** rice flour, potato flakes, poultry meat meal, cellulose, meat meal, salmon meal, lamb meat meal, fish meal, potato protein, hydrolysed liver, beet slices, poultry fat, apple pomace (dried) [0.7%], sodium chloride, yeast (dried), potassium chloride, seaweed (dried) [0.2%], linseed [0.2%], artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, wild garlic (total herbs: 0.14%)

**Digestible energy:** 1,515 kJ/100 g



- › with Power-Alga for active dogs with 30% protein und 9% fat

**100 g**

**Composition:** poultry meat meal (12%), maize, maize flour, rice flour, meat meal, lamb meat meal, fish meal, haemoglobin (dried), hydrolysed liver, poultry fat, beet slices, apple pomace (dried) [0.7%], spirulina algae [0.5%], powdered egg, sodium chloride, yeast (dried), potassium chloride, barley (fermented) [0.25%], seaweed (dried) [0.2%], linseed [0.2%], mussel flesh (dried) [0.1%], artichokes, dandelion, ginger, birch leaves, nettles, sage, coriander, rosemary, thyme, liquorice root, chamomile, meadowsweet, wild garlic. (total herbs: 0.19%)

**Digestible energy:** 1,600 kJ/100 g

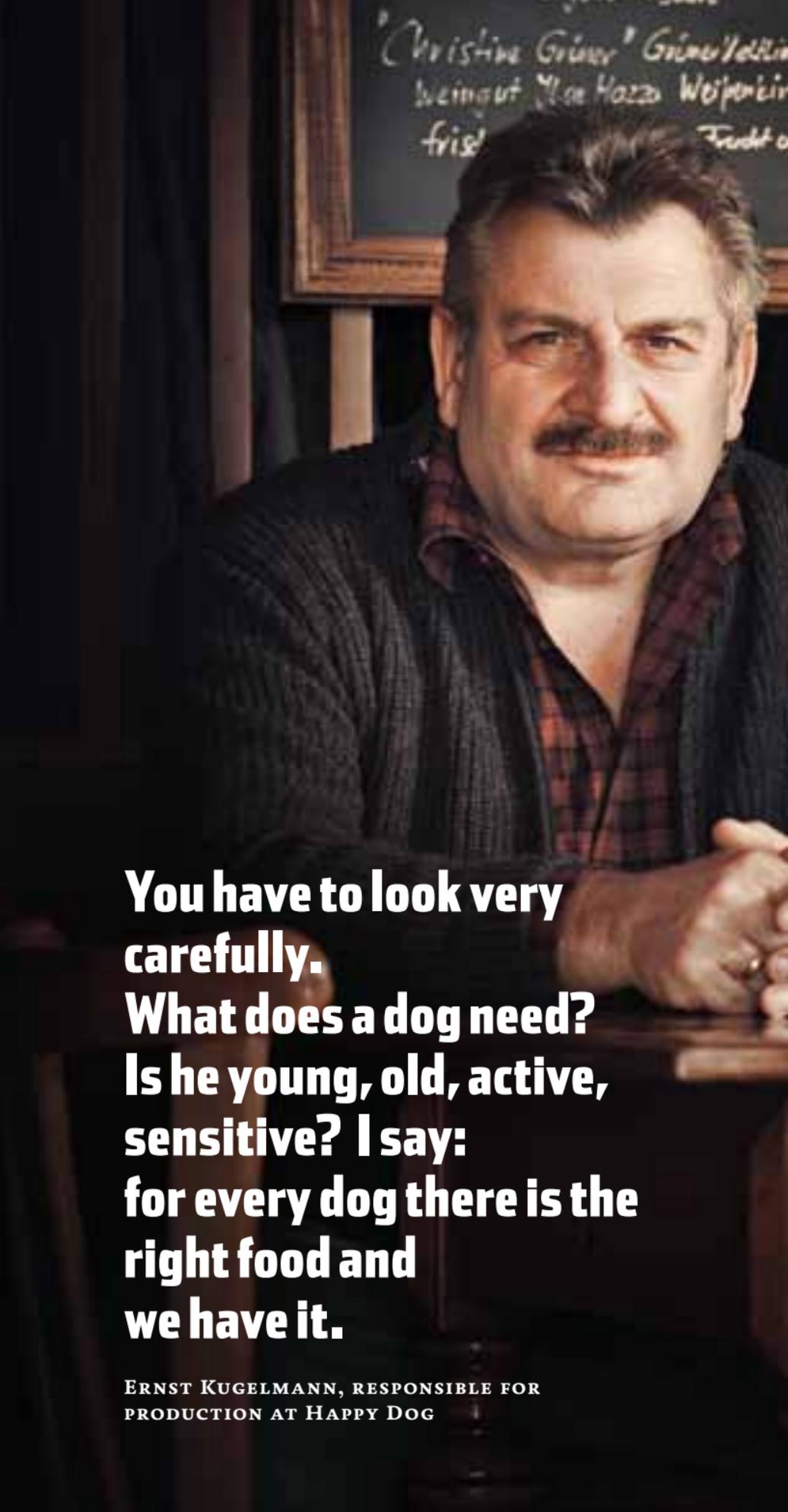


- › well tolerated with discriminating Mediterranean herbs and elderberry fruits

**100 g**

**Composition:** maize, poultry meat meal, meat meal, rice flour, lamb meat meal, fish meal, beet slices, poultry fat, hydrolysed liver, apple pomace (dried) [1.2%], spinach (dried) [1.0%], sunflower oil [0.8%], powdered egg, sodium chloride, yeast (dried), potassium chloride, barley (fermented) [0.25%], rape seed oil [0.2%], seaweed (dried) [0.2%], linseed [0.2%], red wine grape pomace, elder fruits (0.05%), artichokes, dandelion, winter savory, marjoram, ginger, rosemary, sage, thyme, birch leaves, nettles, aniseeds, basil, fennel seeds, elderflower petals, lavender petals, coriander, chamomile, meadowsweet, liquorice root, wild garlic (total herbs: 0.24%)

**Digestible energy:** 1,610 kJ/100 g

A man with a mustache, Ernst Kugelman, is seated at a dark wooden table. He is wearing a dark, textured sweater over a plaid shirt. Behind him is a chalkboard with some handwritten text in German. The lighting is warm and focused on him.

**You have to look very  
carefully.  
What does a dog need?  
Is he young, old, active,  
sensitive? I say:  
for every dog there is the  
right food and  
we have it.**

ERNST KUGELMANN, RESPONSIBLE FOR  
PRODUCTION AT HAPPY DOG

0.75€ 22.50  
er Festspiel  
den Wochen  
und Bierse 0.4L 3.40  
0.2L 6.-  
0.75L 20.50

Spätburgunder Tradition  
Weingut Künster  
die Kropfen  
mit



NaturCroq

# Healthy Happy Dog quality every day



With Happy Dog NaturCroq you are feeding your dog a balanced diet and benefit from good value for money.

With NaturCroq products, there is something that suits every size and every age.

The basis of this tasty “home cooking” comes from wheat, beef and poultry - predominantly from local sources. Besides meat, dogs need other components for optimal nourishment. Therefore sunflowers, green oats and the natural local green herbs of cress and parsley round off the recipe. Thus the natural dietary requirements of your dog are assured.

### Feed responsibly with the Happy Dog Guarantee:

- 100% free from chemical colourings, flavourings and preservatives
- 100% free from soya & maize gluten
- up to 80% raw ingredients from domestic cultivation
- regular, stringent quality checks
- very well accepted and tolerated



# NATURCROQ

## WELPEN (PUPPIES)

- › For puppies of all breeds from the 4th week {29/14}
- › Balanced and very wholesome



The balanced and highly digestible premium complete food NaturCroq for Puppies was developed specifically for the special nutritional requirements of puppies from the 4th week. High-quality animal proteins, fully solubilised domestic grains and all important vitamins, minerals and trace elements combine to ensure the healthy growth of your dog.

1/4/15 kg

**Composition:** poultry meat meal, wheat flour, maize flour, meat meal, rice flour, whole grain maize, poultry fat, beef fat, fish meal, hydrolysed liver, beet slices, meat meal, apple pomace (dried) (0.8%), yeast (dried), malt sprouts, sodium chloride, green oats (dried), sunflowers (dried), cress (dried), parsley (dried), [total green herbs: 0.3%].

**Digestible energy:**  
1,670 kJ/100 g

## RIND & REIS (BEEF & RICE)

- › For all adult dogs with normal energy requirements.



The highly digestible premium complete NaturCroq Beef & Rice is ideal for adult dogs of all breeds with normal energy requirements. The crunchy croquettes contain high-quality ingredients such as beef, rice, healthy whole grain and nutritious herbs plus all the important vitamins and minerals needed to give your dog a balanced diet.

1/4/15 kg

**Composition:** meat meal (12%, of which beef meat meal 70%), whole wheat, whole grain maize, wheat flour, whole grain barley, rice flour (7%), maize flour, poultry fat, beef fat, poultry meat meal, fish meal, haemoglobin (dried), hydrolysed liver, beet slices, apple pomace (dried) (0.8%), yeast (dried), malt sprouts, sodium chloride, green oats (dried), sunflowers (dried), cress (dried), parsley (dried) (total green herbs: 0.3%)

**Digestible energy:**  
1,550 kJ/100 g

## LAMM & REIS (LAMB & RICE)

- › For all adult dogs with normal energy requirements.
- › Also for sensitive dogs



Feeding premium NaturCroq Lamm & Reis has proved successful for sensitive dogs in particular! The extremely wholesome recipe contains high-quality and easy-to-digest ingredients such as tasty lamb, well tolerated rice and nutritious Omega 3+6 fatty acids from sunflower and rapeseed oils – important for a healthy skin and glossy coat. NaturCroq Lamb & Rice is therefore ideal for all dogs with sensitive digestions with normal energy and protein requirements.

1/4/15 kg

**Composition:** poultry meat meal, whole wheat, whole grain maize, wheat flour, maize flour, whole grain barley, lamb meat meal (7%), rice flour (7%), fish meal, poultry fat, beef fat, hydrolysed liver, beet slices, sunflower oil (0.8%), apple pomace (dried) (0.8%), yeast (dried), malt sprouts, rape seed oil (0.2%), sodium chloride, green oats (dried), sunflowers (dried), cress (dried), parsley (dried), (total green herbs: 0.3%)

**Digestible energy:**  
1,535 kJ/100 g

## BALANCE

- › For all adult dogs with normal energy requirements.
- › Variety croquette mix



The highly digestible premium complete food NaturCroq Balance is ideal for all adult dogs with normal energy requirements. The unique croquette mix offers your dog a very special taste experience! The wholesome recipe with cottage cheese, spinach and yeast is easy on the stomach and very good for digestibility and bowel function. So NaturCroq Balance is also ideal for all sensitive dogs.

1/4/15 kg

**Composition:** poultry meat meal, whole wheat, wheat flour, whole grain maize, maize flour, rice flour, oatmeal, whole grain barley, meat meal, fish meal, poultry fat, beef fat, beet slices, hydrolysed liver, apple pomace (dried) (0.8%), sodium chloride, cottage cheese (dried, 0.3%), carrots (dried 0.1%), yeast (extract, 0.1%), spinach (dried 0.08%), lucerne (dried 0.08%),  
**Digestible energy:**  
 1,565 kJ/100 g

## XXL

- › For adult dogs of large and very large breeds
- › Extra large croquettes.
- › Adapted protein and energy content



The highly digestible premium complete food NaturCroq XXL was developed specifically for the dietary requirements of large breeds. Their energy requirements are very different to those of small breeds. Therefore NaturCroq XXL contains a very special composition of nutrients with a moderate protein content and adapted fat content. The tasty croquettes are extra large and contain all the important vitamins and minerals needed for a balanced diet.

15 kg

**Composition:** poultry meat meal, whole wheat, wheat flour, whole grain maize, maize flour, whole grain barley, poultry fat, beef fat, fish meal, meat meal, beet slices, hydrolysed liver, haemoglobin (dried), apple pomace (dried) (0.8%), yeast (dried), malt sprouts, sodium chloride, green oats (dried), sunflowers (dried), cress (dried), parsley (dried), (total green herbs: 0.3%)  
**Digestible energy:**  
 1,570 kJ/100 g

## ACTIVE

- › For adult dogs with greater energy needs
- › For agility, sport and play, and all working dogs.



The highly digestible premium complete food NaturCroq Active is ideal for all adult dogs with increased energy requirements. The tasty croquettes contain high-quality protein from poultry and fish. Combined with valuable Omega 3+6 fatty acids from sunflower and rapeseed oil, NaturCroq Active quickly supplies available energy for all working dogs and for agility and sport – without putting the body under strain.

15 kg

**Composition:** poultry meat meal, whole wheat, wheat flour, maize flour, poultry fat, whole grain maize, whole grain barley, beef fat, meat meal, haemoglobin (dried), meat meal, fish meal (1.5%), hydrolysed liver, beet slices, sunflower oil (0.8%), apple pomace (dried) (0.8%), yeast (dried), malt sprouts, rape seed oil (0.2%), sodium chloride, green oats (dried), sunflowers (dried), cress (dried), parsley (dried), mussel meat (dried), (total green herbs: 0.3%)  
**Digestible energy:**  
 1,700 kJ/100 g



A close-up photograph of a farmer wearing a red, white, and green plaid shirt, leaning his arm on the green metal frame of a tractor. The background is a dimly lit barn with wooden walls and hay. The text is overlaid in white on the lower right portion of the image.

**I drive the harvest  
over to Happy Dog.  
With us, you know  
that I am delivering  
quality ingredients for  
the dog food. We are  
neighbours here.**

**JOHANN BREM,  
FARMER IN WEHRINGEN**

# NATURCROQ

## SENIOR

- › For all senior dogs
- › With a reduced protein, sodium and phosphorous content
- › With stabilising Vitamin C



The highly digestible and balanced premium complete food NaturCroq Senior is specifically adapted to the particular requirements of older dogs. Large breeds of dog age more quickly than smaller breeds. However all older dogs need a food with extremely high-quality and easily-digestible ingredients and a higher dietary fibre content. In addition NaturCroq Senior has a reduced protein, sodium and phosphorus content, so the food is very gentle on the internal organs. Another plus: The extremely tasty premium food contains extra Vitamin C (25mg/kg).

4/15 kg

**Composition:** poultry meat meal, whole wheat, wheat flour, whole grain barley, whole grain maize, maize flour, rice flour, fish meal, beet slices, poultry fat, beef fat, hydrolysed liver, apple pomace (dried) (0.8%), yeast (dried), malt sprouts, sodium chloride, green oats (dried), sunflowers (dried), cress (dried), parsley (dried), [total green herbs: 0.3%]

**Digestible energy:**  
1,525 kJ/100 g

## SNACKS

The crunchy baked NaturCroq Premium-Snacks are the ideal supplement for your much-loved pet. Whether as a tasty reward for between meals or as a natural way of cleaning his teeth – spoil your dog with this delicious fun nibble. This wholesome treat made from domestic, high-quality ingredients is very easily digestible. A real tasty treat for your dog!

### MINI SNACK TRUTHAHN (TURKEY)

- › Extra small snack
- › Ideal for when you're out and about and for all small-breed gourmets

350 g

**Composition:**  
wheat flour, turkey meat meal (7%), rape-seed oil, dicalcium phosphate.

**Digestible energy:**  
1,480 kJ/100 g



### SNACK LAMB & REIS (LAMB & RICE)

- › Very easily digestible
- › Also for sensitive dogs

350 g

**Composition:**  
wheat flour, rice flour (15%), lamb meat meal (7%), rape-seed oil, dicalcium phosphate

**Digestible energy:**  
1,475kJ/100 g



### SNACK RIND & DINKEL (BEEF & SPELT)

- › Tasty reward
- › Made from domestic, high quality ingredients

350 g

**Composition:**  
wheat flour, wholemeal spelt flour (15%), beef meat meal (7%), rape-seed oil, dicalcium phosphate

**Digestible energy:**  
1,490 kJ/100 g





## Flakes

# The perfect supplement

The two types of Happy Dog whole flakes are perfectly matched for healthy feeding according to your wishes. **Happy Dog Whole Grain Flakes Classic Flakes** with poultry are prepared as a complete food for your dog containing everything he needs - without any further feeding required. For mixing with meat, we recommend **Happy Dog Flake Mixer Cereal Flakes**. To supplement the protein source of meat, the highly digestible plant based food delivers important active agents and roughage.

### FLOCKENVOLLKOST (WHOLESOME FOOD FLAKES)

- › Complete food for especially sensitive dogs
- › Highly digestible finely ground flakes plus valuable animal protein
- › Also suitable for use as a mash for feeding to puppies over 4 weeks



This highly-digestible and wholesome premium complete food is suitable for particularly sensitive dogs and as a mash for feeding to puppies from 4 weeks. Happy Dog Wholesome Flakes contain a balanced proportion of animal proteins and fats together with fully solubilised carbohydrates in the form of special fine flakes of sun-ripened maize. Always mix these premium-flakes with lukewarm water to feed as a mash.

1/3/10 kg

**Composition:** maize flour (roller-dried), meat meal, wheat flour, wheat, poultry fat, meat meal, dicalcium phosphate, dried carrots, flaked peas, poultry meat meal, calcium carbonate, beef fat, haemoglobin (dried), fish meal, hydrolysed liver, sodium chloride, beet slices, pomace, elderberries (dried), grape marc, winter savory, marjoram, aniseeds, basil, fennel seeds, elderflower petals, lavender petals, rosemary, sage, thyme, (total herbs: 0.1%).

**Digestible energy:** 1,630 kJ/100 g

### FLOCKENMIXER CEREAL FLAKES (FLAKE MIXER CEREAL FLAKES)

- › Supplementary flakes for mixing with meat
- › With 5 types of grain, vegetables and Mediterranean herbs
- › With valuable vitamins and minerals



Meat is nutritious, but it is not sufficient on its own. Species-appropriate and balanced nutrition for dogs also requires varied and highly-digestible vegetable foodstuffs with their active ingredients and dietary fibre. Happy Dog Flake Mixer is the ideal mixer for meat. It contains highly-digestible fine flakes, whole grain flakes, vegetables and herbs, and is enriched with all the vitamins and minerals needed for a healthy life. It rounds off any meat meal perfectly.

1/3/10 kg

**Composition:** whole grain maize flakes, maize flour (roller-dried), whole grain wheat flakes, whole grain oat flakes, flaked peas (6%), dicalcium phosphate, dried carrots (2%), calcium carbonate, millet (puffed), rice flour (extruded), sodium chloride, elderberries (dried), grape marc, winter savory, marjoram, aniseeds, basil, fennel seeds, elderflower petals, lavender petals, rosemary, sage, thyme, (total herbs: 0.15%).

**Digestible energy:** 1,365 kJ/100 g

## Canned food

**Strong basis for vitality: 100% meat**

The Happy Dog 100% meat cans - **Game, Buffalo, Turkey, Lamb and Beef** - only contain **one single source of protein!** Therefore these **Single-Protein** cans are especially suitable for a diet dealing with food intolerances or allergies.

All 100% meat cans are made exclusively from local, freshly slaughtered meat.

**Happy Dog 100% meat offers the ideal combination to mix by yourself** with the Happy Dog FlakeMixer.

**RIND PUR**  
(PURE BEEF)

100% beef

**LAMM PUR**  
(PURE LAMB)

100% lamb

Complete  
foodSingle  
Protein**BÜFFEL PUR**  
(PURE BUFFALO)

100% buffalo

**WILD PUR**  
(PURE GAME)

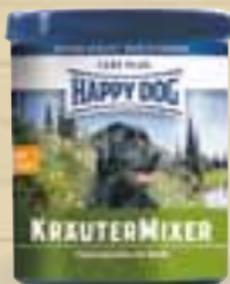
100% game

**TRUTHAHN PUR**  
(PURE TURKEY)

100% turkey



All types in 200g, 400g, 800g

**Our recommendations:**

Use Happy Dog Herbal Mixture as a valuable supplement to meat feeds (see page 45)

## DIET

### KIDNEY-, LIVER-, HEART-DIET - SANO N

- › A complete diet food for support of chronic kidney, liver and heart complaints
- › With a reduced protein, sodium and phosphorous content



Kidney and liver disorders can reduce the natural ability of these organs to detoxify the body. A specially adapted diet can help reduce further health damage. Sano N contains a **reduced phosphorous content** through an adapted calcium-phosphorous-ratio, a **reduced protein content** from high quality raw ingredients and a **lowered sodium content which is also optimal for heart conditions.**

1/7.5 kg

**Composition:** maize, rice flour, potato flour, beef fat, poultry fat, meat meal, meat meal, beet slices, powdered egg, hydrolysed liver, sunflower oil, malt sprouts, yeast (dried), carrot meal, lucerne meal, rape-seed oil, sodium chloride

### Our diet tip

Use the therapeutic potential of diet-food for dogs with metabolic issues and many other symptoms.

An example: Kidney problems and liver diseases are relatively widespread conditions with dogs, on account of the

## NUTRITIONAL SUPPLEMENTS

### ARTHROFIT

- › For active and large breed dogs
- › Contains cultured green lipped New Zealand mussels with a high proportion of glycosaminoglycans



ArthroFit contains cultured green lipped New Zealand mussels, which are harvested in the country of origin during peak maturity, and contain a very high proportion of biologically-rich glycosaminoglycans. These protein-sugar compounds are important functional elements of the joints and contribute significantly to the ability to withstand impact. Recommendation: Course of additional feeding for approx. 60 days. For chronic complaints long-term or permanently every 2 - 3 days.

1,000 g

#### Analytical constituents:

crude protein 14.5%, crude fat 5.9%, crude fibre 6.7%, crude ash 8.4%, calcium 1.4%, phosphorus 0.8%, sodium 0.5%, magnesium 0.3%, omega 3 fatty acids 1.6%

#### Additives/kg:

Vitamins / kg: vitamin E 1,200 mg, vitamin C 1,200 mg, biotine 1,000 mcg, Trace elements / kg: copper 84 mg, manganese 230 mg, zinc 1,500mg, selenium 1 mg, Amino acids/kg: DL methionine 2,500 mg

progressive organ changes usually associated with a significantly reduced life expectancy.

With diet food, such as **Sano N**, these can be successfully fixed. Acute conditions often only need dietary measures from time to time.

### HAAR SPEZIAL (SPECIAL COAT)

- › For encouraging healthy fur growth
- › For support during the moulting season
- › With a unique combination of active substances



Skin and fur problems are often the result of a deficiency in important nutrients such as vitamins (Vitamin E, B-complex, Biotin), unsaturated fatty acids (Omega-3+6) und traceelements (zinc, selenium, iodine). The resulting metabolic problems can lead to dandruff, redness, oozing sores, eczema and ulcers. Special-Coat contains a unique combination of active ingredients to form a resilient and clear skin, promote healthy hair growth and support during the moulting season.

1,000 g

#### Analytical constituents:

crude protein 21.9%, crude fat 7.3%, crude fibre 5.7%, crude ash 10.5%, calcium 1.2%, phosphorus 0.9%, potassium 0.6%, sodium 0.3%, magnesium 0.2%, omega 3 fatty acids 1.0%.

#### Additives/kg:

Vitamins / kg: vitamin E 2,000 mg, vitamin B1 80 mg, vitamin B2 120 mg, vitamin B6 80 mg, vitamin B12 250 mcg, biotine 1,000,000 mcg, niacin 250 mg, pantothenic acid 200 mg, choline chloride 3,000 mg, Trace elements / kg: iodine 8 mg, selenium 4 mg, zinc 2,000 mg

With chronic diseases the feeding of a diet food should be used as an ongoing therapy measure. For early detection in older dogs, bi-annual or annual checkups are recommended.

## MULTIVITAMIN MINERAL

- › With all necessary vitamins and minerals
- › For periods requiring increased nutrients
- › For the specific supplementing of meat rations



Multivitamin Mineral offers the specific supplementing of meat rations with all **necessary vitamins, minerals and trace elements required for healthy living**. Multivitamin Mineral can also be utilised during periods requiring increased nutrients, e.g. **during pregnancy and lactation, and for all performance dogs**.

1,000 g

### Analytical constituents:

crude protein 10.4%, crude fat 5.0%, crude fibre 3.4%, crude ash 28.3%, calcium 7.9%, phosphorus 3.4%, magnesium 0.5%, sodium 0.5%, potassium 0.4%.

### Additives/kg:

Vitamins / kg: vitamin A 600,000 I.U., vitamin D3 65,000 I.U., vitamin E 3,000 mg, vitamin B1,400 mg, vitamin B2,350 mg, vitamin B6,200 mg, vitamin B12 1,400 mcg, vitamin C 500 mg, biotine 7,400 mcg, folic acid 180 mg, niacin 1,300 mg, pantothenic acid 700 mg, choline chloride 1,650 mg,  
Trace elements / kg: iron 700 mg, iodine 8 mg, cobalt 2 mg, copper 35 mg, manganese 160 mg, selenium 0.5 mg, zinc 250 mg

## KRÄUTERMIXER (HERBAL-MIXER)

- › Ideal supplement to a daily diet of (fresh) meat
- › Unsaturated fatty acids for skin and coat, strengthening the immune system and for prevention of cell damage.



Happy Dog Herbal-Mixer is the ideal supplement to your dog's daily diet of (fresh) meat. It contains lots of quality herbs that have been gently dried, and can thus be used to best effect by the metabolism.

Happy Dog Herbal-Mixer also contains secondary plant derivatives and essential, unsaturated fatty acids. These are valuable building blocks for skin and coat, have a positive influence on the immune-system and help to prevent cell damage.

1,000 g

### Analytical constituents:

crude protein 12.2%, crude fat 9.9%, crude fibre 13.6 %, crude ash 6.4%, calcium 0.8 %, phosphorus 0.3%, magnesium 0.3%, sodium 0.2%, potassium 1.2%, omega 3 fatty acids 4.0%, omega 6 fatty acids 1.0%

## POWER PLUS

- › Attuned protein building blocks for optimal muscle growth
- › Immediate regeneration through cracked carbohydrates
- › Targeted amino-acid supply for more vitality

Power Plus has been specially developed for athletic dogs. Power Plus contains protein components perfectly matched to the dogs musculature, on the basis of whole egg, poultry, liver and whey for fast muscle building as well as partially hydrolyzed carbohydrates which provide an immediate energy release during sporting performances. Enriched with unsaturated oils, many important vitamins, minerals and a special blend of Chinese herbs it offers a quite extraordinary complete food for regenerative feeding after sport and performance.

900 g/1,800 g

### Analytical constituents:

crude protein 23.0%, crude fat 23.0%, crude fibre 3.0%, crude ash 6.0%, calcium 1.3%, phosphorus 1.0%, sodium 0.1%.

### Additives/kg:

vitamin A 850 I.U., vitamin D3 850 I.U., vitamin E (alpha tocopherol acetate) 200 mg, vitamin B1 20 mg, vitamin B2 50 mg, vitamin B6 15 mg, folic acid 4 mg, niacin 500 mg, vitamin B12 40 mcg,  
Trace elements / kg: iron (ferrous (II) sulphate) 100 mg, copper (copper(II)sulphate) 20 mg, zinc (zinc oxide) 80 mg



**NaturCroq**

<b>NaturCroq Welpen (puppies)</b>	29	14	3	5,5	39,5	10.250	1000	75	4	6	10	45	3	60	350	1,25	0,85	0,25	90	10	6	90	2,5	0,15
<b>NaturCroq Rind &amp; Reis (beef &amp; rice)</b>	22	9	3	5,5	51,5	10.250	1000	60	4	6	10	45	3	60	350	1,15	0,8	0,25	80	8	5	80	2	0,15
<b>NaturCroq Lamm &amp; Reis (lamb &amp; rice)</b>	22	9	3	6,5	50,5	8.000	800	60	4	6	10	45	3	60	350	1,4	0,95	0,25	80	8	5	80	2	0,15
<b>NaturCroq Balance</b>	23	10	3	6	49	10.250	1000	60	4	6	10	45	3	60	350	1,4	0,9	0,35	80	8	12	80	1,5	0,1
<b>NaturCroq XXL</b>	21	10	3	5,5	51,5	10.250	1000	60	4	6	10	45	3	60	350	1,25	0,85	0,25	80	8	5	80	2	0,15
<b>NaturCroq Active</b>	26	16	3	6	40,0	10.250	1000	60	4	6	10	45	3	60	350	1,4	0,85	0,3	80	8	5	80	2	0,15
<b>NaturCroq Senior</b>	18	8	3,5	5	56,5	10.250	1000	60	4	6	10	45	3	60	350	1	0,8	0,2	80	8	5	80	2	0,15
<b>Mini Snack Truthan (turkey)</b>	15,5	6	3	4	61,5	-	-	-	-	-	-	-	-	-	-	1	0,8	-	-	-	-	-	-	-
<b>Snack Lamm &amp; Reis (lamb &amp; rice)</b>	14	6	3,5	4	62,5	-	-	-	-	-	-	-	-	-	-	1	0,8	-	-	-	-	-	-	-
<b>Snack Rind &amp; Dinkel (beef &amp; spelt)</b>	16,5	6	3	3,5	61	-	-	-	-	-	-	-	-	-	-	1	0,8	-	-	-	-	-	-	-

**Flake-food**

<b>FlockenVollkost Classic Flakes</b>	27	13	3	6,5	41,5	10.250	1000	60	4	6	10	45	3	60	350	1,5	0,85	0,3	105	10	5	100	2	0,2
<b>FlockenMixer Cereal Flakes</b>	10	2	3	6	70	12.000	1200	60	4	6	10	45	3	60	350	1,25	0,55	0,25	125	12	6	120	2	0,2

**Pure meat**

<b>Rind Pur (Pure beef)</b>	12	6	1	3	-	3000	300	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Lamm Pur (Pure lamb)</b>	12	6	1	3	-	3000	300	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Truthahn Pur (Pure turkey)</b>	12	6,5	1	3,5	-	3000	300	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Büffel Pur (Pure buffalo)</b>	11,5	6	0,75	2	-	3000	300	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Wild Pur (Pure game)</b>	11	6	0,75	2	-	3000	300	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Diet**

<b>Sano N</b>	12,5	14	2,5	3	58,5	20.000	1800	100	5	6	12	45	4	70	500	0,6	0,4	0,1	100	10	10	80	1	0,15
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Trusted feeding.  
Since 1968.

## Quality Guarantee

Happy Dog stands for animal food of the very highest quality „Made in Germany“. As a family business steeped in tradition we take personal responsibility for our products.



**zooplus.com**  
My Pet Shop