



В сотрудничестве с

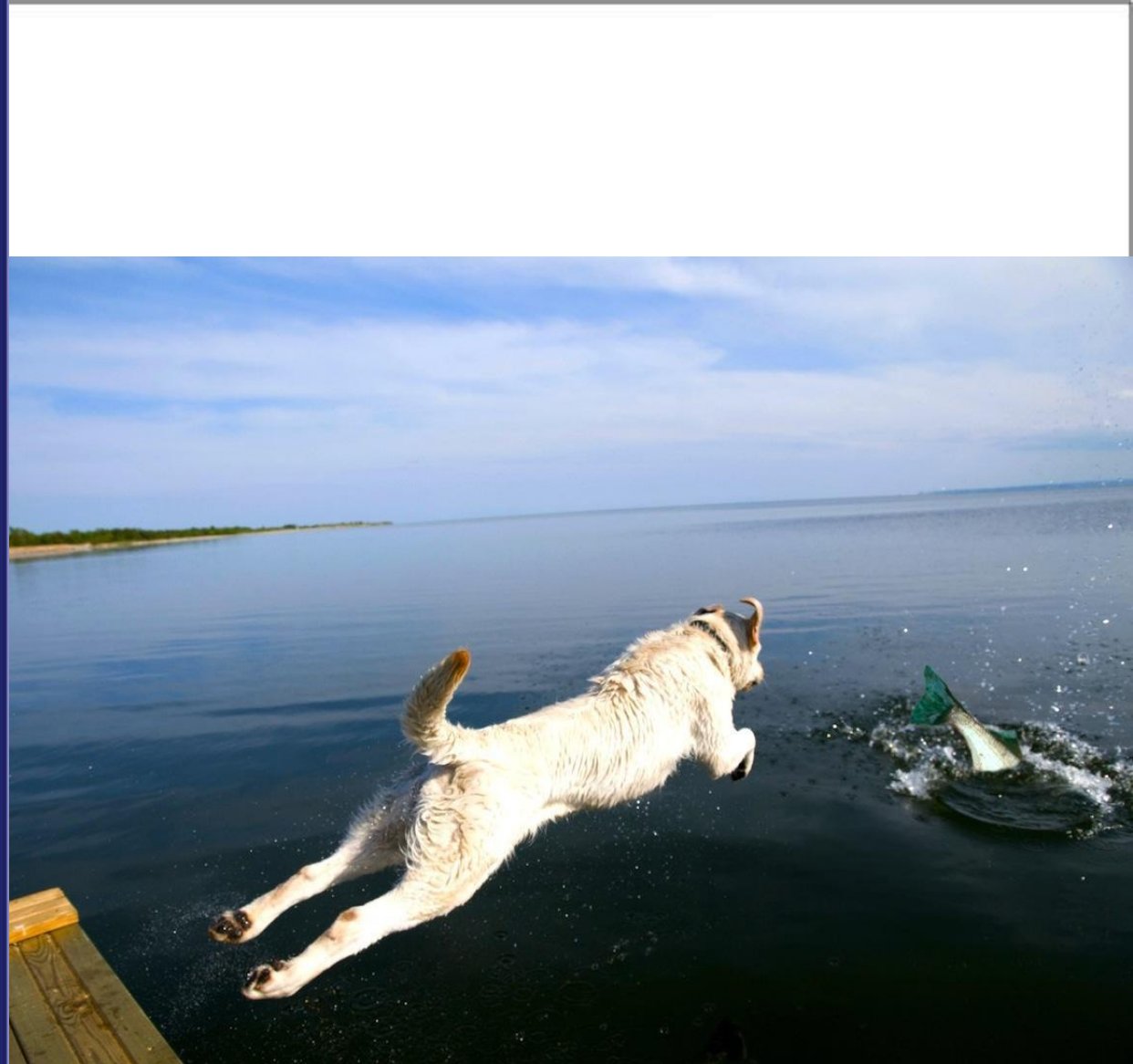


www.fish4dogs.com

DOGS



FISH



Fish4Dogs
работает по очень
простой причине



Собаки любят этот вкус
и это хорошо для них

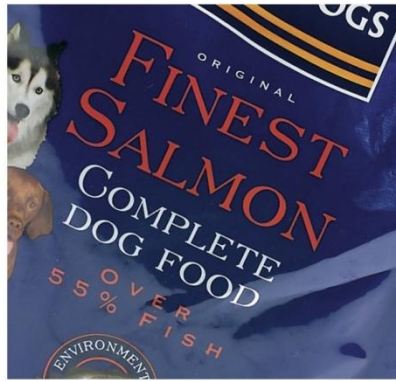
Счастливая собака
Счастливый хозяин





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Почему Fish4Dogs?



Корм Супер премиум класса это еда и лакомства для собак изготовленные из натуральной рыбы

- Высокое содержание рыбы
- Только натуральные продукты без искусственных консервантов и красителей
- Беззерновой
- Абсолютно не содержит мяса или птицы



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Рыба: идеальная еда для собак



- Отлично подходит для:**
- Шерсти
 - Кожи
 - Суставов
 - Развития мозга и зрения

Обогащена морским источником Омега-3

ДГК (докозагексоеновая кислота) и ЭПК (эйкозапентоеновая кислота) содержащиеся в Омега-3 заменяют АК (арахидоновая кислота) входящую в Омега-6 растительного происхождения



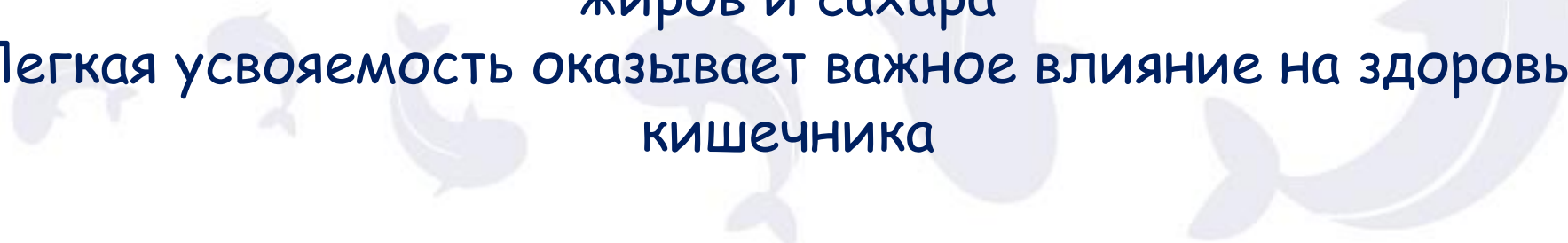
Рыба: идеальная еда для собак

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Рыба - это великолепный белок с **НИЗКИМ** содержанием насыщенных жиров и сахара

Легкая усвояемость оказывает важное влияние на здоровье кишечника





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Fish: An Ideal Food for Dogs



Dogs love the taste of Fish

Stronger tastes and smells that dogs adore unlike many bland modern dog foods.





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Fish: An Ideal Food for Dogs

- **Coat condition**
- Fish oils are great for a dogs coat
- **Skin condition**
- Fish oils help reduce dry and irritated skin
- **Joint Mobility**
- the anti inflammatory properties of Omega 3 can help make tired and aching joints more supple
- **Great for gut health**
- Ease of digestion of fish protein aids good digestive health
- **Brain and eye development**
- Omega 3 and the mineral balance in Fish is a major factor in development



To go with a quality ingredient like fish we use the only best carbohydrate

Fish4Dogs foods are Grain free - with Potato and Pea as the carbohydrate.



Balanced GI: Pea has a low GI potato a high GI - a balanced GI to gives a feeling of fullness for longer helping control weight more effectively.





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Fish4Dogs - Low sensitivity

Food intolerance - a common health problem in dogs resulting in uncomfortable itching and skin problems - distressing for dog and owner alike

Associated with commonly eaten foods.

Wheat and beef are the most common intolerances

Other common intolerances include pork, chicken, milk, maize, rice

The fish, potato and pea found in Fish4Dogs foods all have low levels of intolerance

Fish4Dogs: An Effective Brand



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Clear differentiation from other brands

The only purely fish based brand of pet food



Fish4Dogs: An Effective Brand



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A clear and clever name

A brand name that clearly explains the key feature



Fish4Dogs: An Effective Brand



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An effective product

Delivers solutions to common problems

Quickly visible effect particularly on the coat condition

Customers can literally see that Fish4Dogs is healthy and working

Result - satisfied customers recommending Fish4Dogs

Fish4Dogs: An Effective Brand



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The benefits of fish are well understood - a known super food

We all know fish is healthy and that we should all be eating more fish

Including our beloved pets



Fish4Dogs: An Effective Brand



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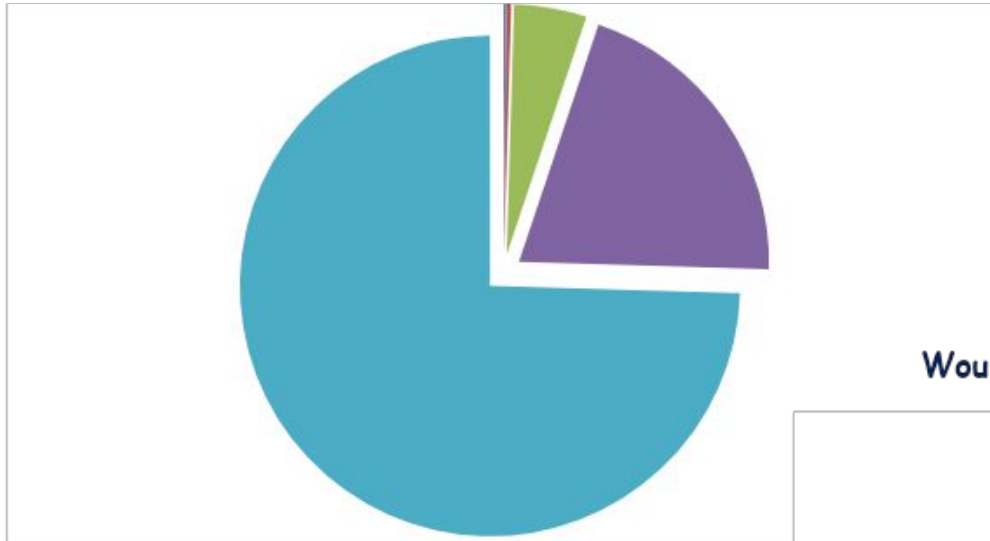
A range of products

Treats as a easy impulse purchase and introduction to the joys of the majestic fish

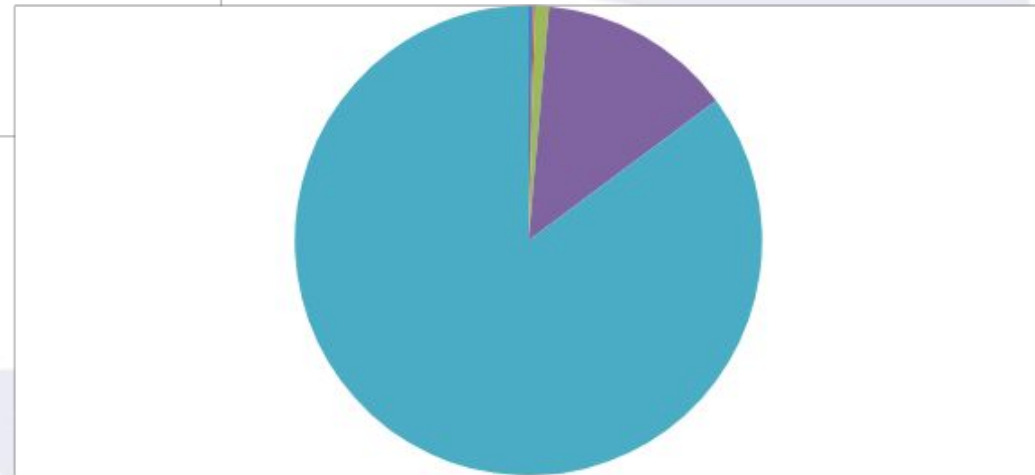


Fish4Dogs - what our customers think?

How do you rate Fish4Dogs quality



Would you recommend Fish4Dogs to someone else



Source – U&A Study – May 2013 – 661 respondents

Fish4Dogs The Range





All of our complete foods
are manufactured in
Stavanger Norway.

All of our Salmon is
sustainable Norwegian
farmed salmon

The freshest Salmon
farmed in the cleanest &
purest waters in the world





With fish processing, fish farms and our state of the art manufacturing plant on the same fjord, we are able to benefit from the freshest fish possible in our Fish4Dogs Complete foods



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Fish4Dogs Complete Foods



Fish - an ideal food for dogs

enriched Omega 3

High quality easily digestible protein low in saturated fats and sugars

Stronger tastes and smells that dogs adore

Great for common problems of coat / skin / allergy and gut health

Grain free

Absolutely no meat or poultry

High fish content





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Fish4Dogs Finest



Simple wholesome
and natural Fish
and Potato recipes
- The original
Fish4Dogs

Adult Salmon, Adult Ocean White Fish, Puppy
- in 1.5Kg, 12kg and sample bags



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Fish4Dogs Superior



Adult Salmon; Adult
Weight Control
(Senior); Puppy

1.5Kg, 12kg and sample
bags

All the goodness of fish enhanced
with a select few marine
nutritional supplements

- With joint conditioners **Glucosamine & Chondroitin** from **Green Lipped Mussels** harvested in New Zealand's Marlborough Sounds
- With pre-biotic fibres and natural minerals from **Norwegian Kelp** - promoting good digestive health
- With antioxidant **Vitamin A** and a natural source of **Iron** from the aquatic **Spirulina** algae - for vision, bone growth and immune health

Fish4Dogs Treats

What a sad life it would be without treats

Treats are good

But oh so bad !

Why oh why are all the lovely
things in life bad for us





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Fish4Dogs Treats

Fish4Dogs Treats

A range of delicious
guilt free treats for dogs

Healthy **AND** delicious

Does life get any better?!





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Fish4Dogs Sea Jerky



Simply made from nothing
but baked fish skins

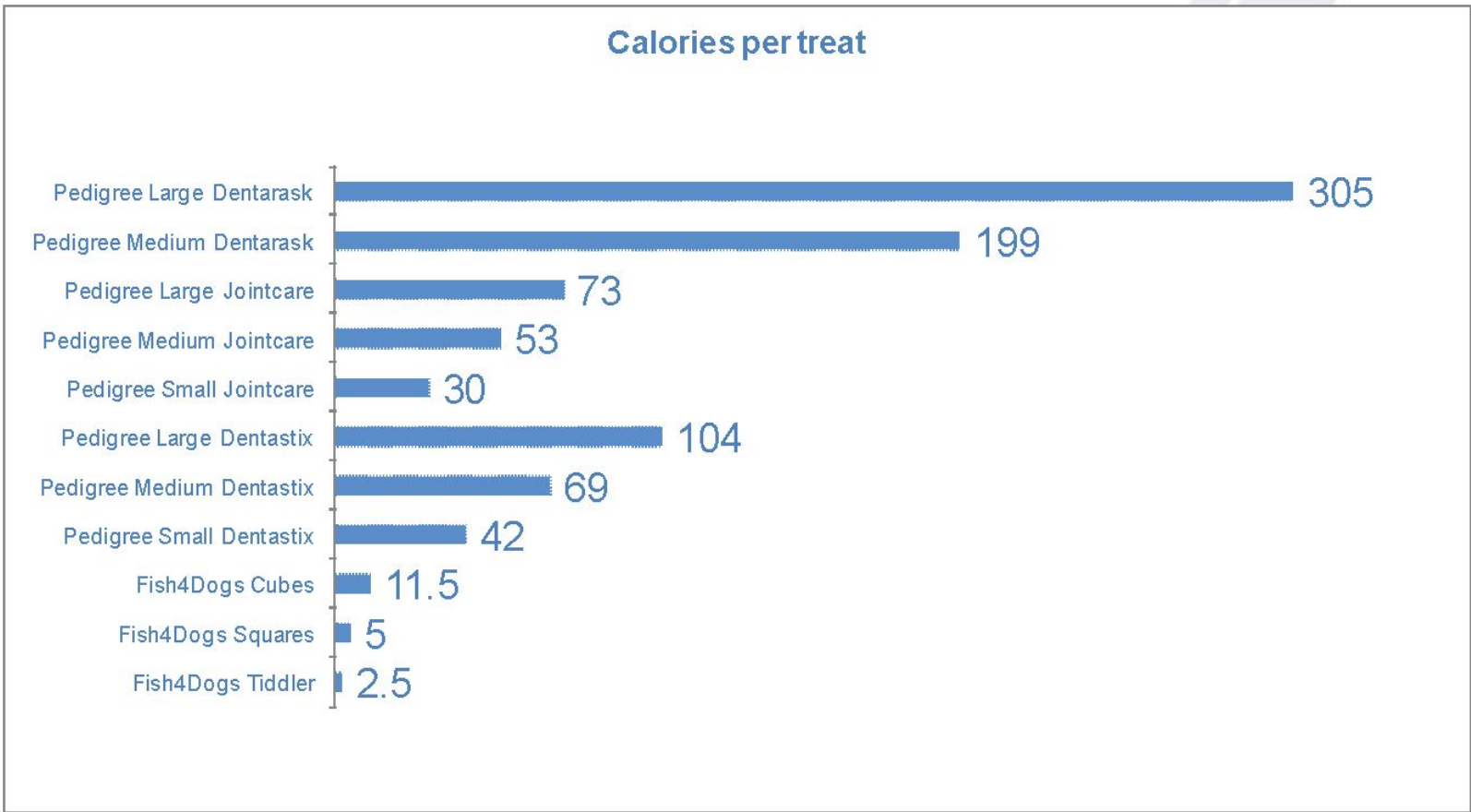
- A taste dogs adore
- Low calorie - less than 3 calories per small treat
- Teeth cleaning properties
- No added nasties - just fish
- A range of shapes and sizes





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Treats Calories



Fish4Dogs vs Pedigree



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Fish4Dogs Sea Wraps



A delicious treat of sweet potato wrapped in fish skins

Sweet potato is rich in the antioxidant Vitamin A and low in calories



Fish4Dogs Sea Biscuit



**Fish and Rice
Biscuits**

**A Healthy, Tasty
Natural
Alternative to
Processed Treats**



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Coming Soon!



Fish4Dogs Salmon Strips

Made from slowly baked minced salmon this delicious treat has a strong fishy aroma that dogs will adore

The first salmon treat from Fish4Dogs





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Fish4Dogs Mousse



A Luxury Moist Treat
for Dogs

Salmon and Trout
Varieties

Steam Cooked and
Whipped to give a light
airy texture



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Fish4Dogs S.O.S Salmon Oil



Cold Pressed
Norwegian Salmon Oil

An Effective
Supplement Aiding
Coat, Skin and Joint
Conditions





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Fish4Dogs Superstars training treats



Superstar training

Big enough to give the
taste

Small enough
for training
and ring work



DOGS



FISH



Finest Toy Breed

Toy Breed Market

Global rise in urban living has driven the growth of toy breeds

Japan is increasingly becoming a nation of pet lovers with 26.8 million domestic cats and dogs in 2009. The most popular pets are cats and small dogs, populations that each grew by 4% in 2009, over the previous year. The medium and large dog population declined by 3% and 7% respectively

New York, NY - The American Kennel Club® announced today that the Yorkshire Terrier, fondly called the “Yorkie” by millions of enthusiasts, has overtaken the beloved Golden Retriever and the iconic German Shepherd Dog to become the second most popular purebred dog in America

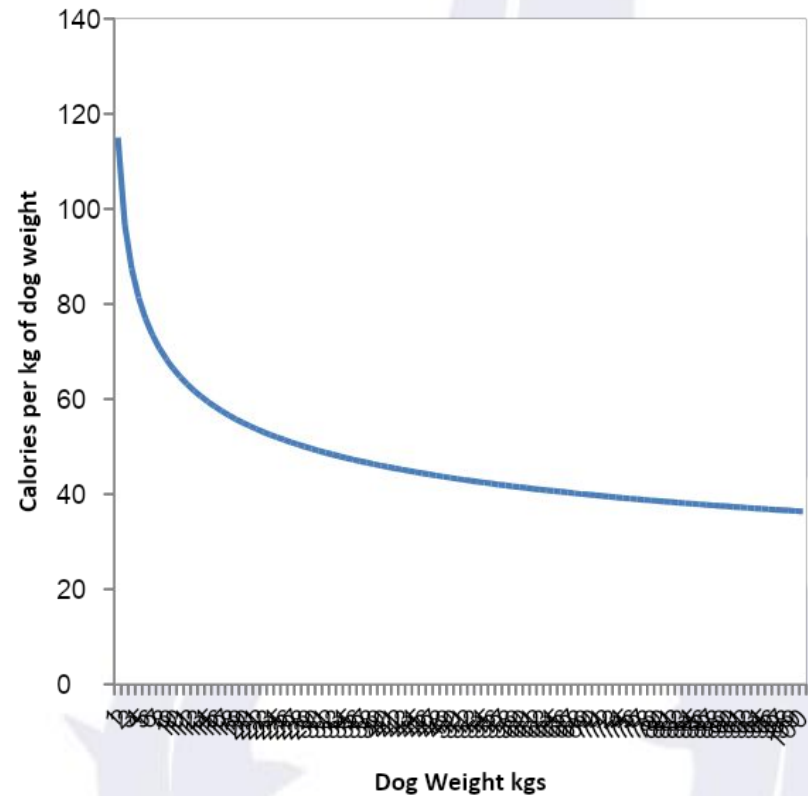




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Toy Breed Nutritional Needs

- Small breeds need more energy per kilogramme compared to larger breeds.
- Food passes through bigger dogs more slowly - 22 hours for a miniature poodle vs 59 hours for a giant schnauzer. Meaning small dogs need a digestible diet - such as fish.
- Small breeds reach maturity sooner and live for longer





Fish4Dogs Toy Breed

- Small shaped kibble
- Higher oil and protein levels to suit the needs of smaller breeds

	Fish4Dogs Toy Breed	Fish4Dogs Adult Salmon
Crude Protein	28 %	26%
Oils & Fats	16 %	12%





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In summary: Finest Toy Breed



Small & shaped kibble designed to suit the smaller mouth of toy breeds

Higher protein and fat levels designed to meet the higher energy requirements of toy breeds

Growing market suited to the needs of the modern urban dwelling dog owner

1.5Kg bags



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The benefits of fish in a cats diet

- Fish - an ideal protein

- Fish proteins are balanced with t





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Fish4Cats - Dry Food

- **High fish levels - 65% fish content - including 22% Fresh fish**

- High percentage of energy from animal protein - more carnivore appropriate
- High palatability from fresh fish

- **Hairball control**

- Fibres from Sweet potato and pea fibre aids removal of hairballs from the gut by binding the hair and stimulating peristalsis

- **Rich in Omega 3**

- Fish is naturally rich in the EPA and forms of Omega 3

DH.



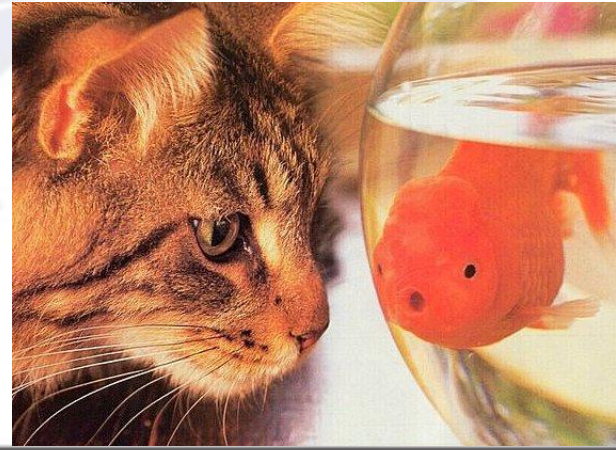


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Fish4Cats - Dry Food

- **With added Algae**

- Produced in a closed 'fermentation' vessel - producing a consistent and highly sustainable form of algae
- A rich and sustainable source of Omega 3
- Algae contain immune boosting properties, helping fight infections, detoxify the immune system and aids in building the body's resistance to infection





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Fish4Cats - Dry Food

•Weight Management

–Sources of dietary fibre aid management of obesity as fibre increases bulk promoting a feeling of satiety without adding calories

•Urinary Tract Control

–With added Cranberries, containing pro anthocyanidins which aid urinary tract health by preventing bacteria from sticking.

– The balanced amino acid and mineral profile of fish reduces strain on the kidneys reducing the likelihood of stones

•Gut Health

–Fish is a highly digestible protein - great for gut health





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Fish4Cats - Mousse

- Entirely dry food diets are not ideal:
 - Carbohydrate intake for an obligate carnivore
 - Water intake - cats natural prey - mice and other small mammals are 70% moisture. Cats consume most of their moisture through their food
- However dry foods offer
 - Convenience
 - Teeth cleaning
 - Energy dense foods
- 50% of cat owners feed a mix of wet and dry food

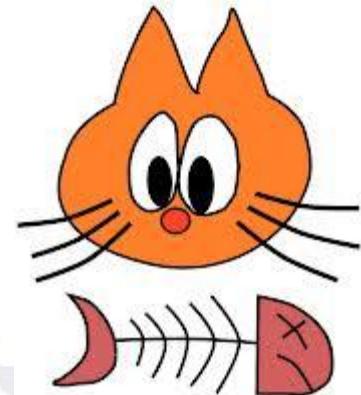




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Fish4Cats - Mousse

- Fish4Cats range includes both dry and a wet complementary food - Fish4Cats Mousse allowing a mixed wet / dry diet
- 91% fish - steam cooked and whipped to produce a light airy mousse - ideal as a wet topping for Fish4Cats dry foods
- Available in Salmon and Trout varieties





New Fish4Cats products

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1.5 kg dry food in:

Salmon
Mackerel
Sardine

400g dry food in:

Salmon
Mackerel
Sardine

Mousse boxes of 6 in:

Salmon
Trout



DOGS



FISH

A relatively new business that has enjoyed rapid growth in the midst of a deep and long recession

Driven by:

A great brand

A good product

Happy consumers

Innovative use of limited resources

DOGS



FISH



Al Barsha Veterinary Clinic

In partnership with



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