



Discover
the
Petcurean
Difference



Petcurean is an independent, Canadian-owned and operated family business that's been around since 1999 and exports all around the world.

At Petcurean, we create our recipes with passion and purpose, using only the best of the best ingredients from a trusted network of farmers, ranchers and producers. Our recipes are created using only premium-quality meat proteins, grains, fruits and veggies. These are sourced from a trusted network of farmers, ranchers and producers who must meet or exceed our very stringent health, safety and quality criteria. None of our ingredients are sourced from China. We don't and won't ever use by-product meals or un-named meat meals. Plus, Petcurean tests every batch of food for salmonella through each part of the manufacturing process, using standards set by Health Canada. Our recipes are manufactured in Canada at EU, FDA, BRC and CFIA certified plants which means they uphold exceptionally high standards of sanitation, cleanliness and manufacturing practices.

Some economy (and even some "premium") brands of pet food are made from lower quality ingredients with lower energy values and lower grade proteins that aren't easily absorbed. Many nutrients pass right through your pet's system, so you need to feed more food in order for them to receive the same amount of nutrition they'd get from a premium food, like Petcurean. The proof is in the poop: You feed less, your pet absorbs more nutrition, you scoop less.

Petcurean produces recipes for dog breeds of all sizes, and cats and dogs of all ages; recipes that are completely grain free, as well as recipes made with grains, as there are pets that can benefit from grains in their diets.

Our ranges include **NOW FRESH™**, **GO!™** and **SPIKE™**.

Our **NOW FRESH™** brand is the only dry food on the market to use 100% fresh meat and fresh omega oils. **NOW FRESH™** is minimally processed:

- All ingredients are only cooked once. (Meat meals in other foods are cooked twice.)
- Steamed slowly at low temperatures.

NOW FRESH™ is a grain free diet formulated with moderate protein and fat levels. Most grain free foods are high protein & fat and not all dogs can utilise or need a high protein/fat diet. Being grain free and minimally processed means that **NOW FRESH™** is as close to a raw diet as you can get in a kibble.



unique
recipes
all ages
needs
shapes &
sizes



nutrient
rich:
the proof
is in the
poop



premium
quality
our pet
project



a single
focus
we keep our
eye on the
ball



family-run
& independent
proudly
Canadian
eh?



waggy tails &
head bops
feeding
health
& happiness



**Discover
the
Petcurean
Difference**



NOW FRESH™ is formulated in life stages - puppy/kitten, adult & senior.

NOW FRESH™ has recipes formulated to meet the special needs of small breed dogs, including ingredients for plaque prevention and to help with fresh breath.

The NOW FRESH Large breed dog recipes have added NZ green lipped mussel and glucosamine and chondroitin to support joint health, added L-carnitine to support heart health/fat burning and a balanced calcium and phosphorous level for large breed growth.

The NOW FRESH Senior recipes are also formulated as a weight management food for all ages.



Other features of NOW FRESH™

- NO gluten, wheat, beef, corn, or soy
- NO by-products
- NO artificial colours, flavourings or preservatives
- Balanced proteins and fats to support an active lifestyle
- Omega oils for healthy skin and coat (including coconut oil)
- Pre and probiotics to aid with digestive health
- Antioxidants for increased immunity
- Wholesome berries, fruits, veges and herbs such as broccoli, peas, blueberries, pumpkin, spinach, kelp, cranberries, alfalfa sprouts, lentils, rosemary and more

At the time I took in Mac, a 13 year old West Highland Terrier, whose elderly owner could no longer look after him, he was a very sad-looking old man who just plodded along. He had the most awful skin condition – large patches of scaly, hard scabs, bald spots and where there was fur, greasy and stringy looking coat. He was also overweight.

I immediately put Mac onto the Now! Senior + Weight Management formula, both to get him onto a grain free diet (to see if that would help his skin condition) and to help him lose some weight. After only a month, Mac's health rapidly improved. He has increased energy levels and now has a spring in his step. His skin and coat are almost back to normal. There are still a couple of bare patches but the improvement in just a few short weeks is phenomenal. And Mac's waistline has shrunk by almost 4cm!
Amanda

Joey has only been on the NOW Fresh Adult Cat food for a few short weeks, but the difference it has made is awesome. He seems happy, alert and healthy – but he only comes home for dinner and then he's back out on his next adventure!
Michael

Having a dog with skin troubles we searched for a brand with no preservatives and cheap fillers. When we came across GO! and NOW Fresh foods we checked out the NOW Fresh Large Breed recipes and really liked the analysis. For our breed and the rapid growth over the first year the fat/calcium/phosphorus and protein levels should be just right and finding a grain free one that first ingredient wasn't something-meal sounded even better. We decided to try it - skin troubles in our cattle dog disappeared in weeks and has never returned. Our puppies are weaned onto NOW Fresh Large Breed Puppy, loving the taste and it makes our job easier cleaning up their messes. I was complimented on my girls coat at a show recently the judge was taken by how soft and silky it was, I put that down to the food she eats.

Heidi
Vadi Anatolians

For more information:

www.healthypetfoods.co.nz

www.petcurean.com