

MERA[®]

The Petfood Family



Only the best for
your best friend.

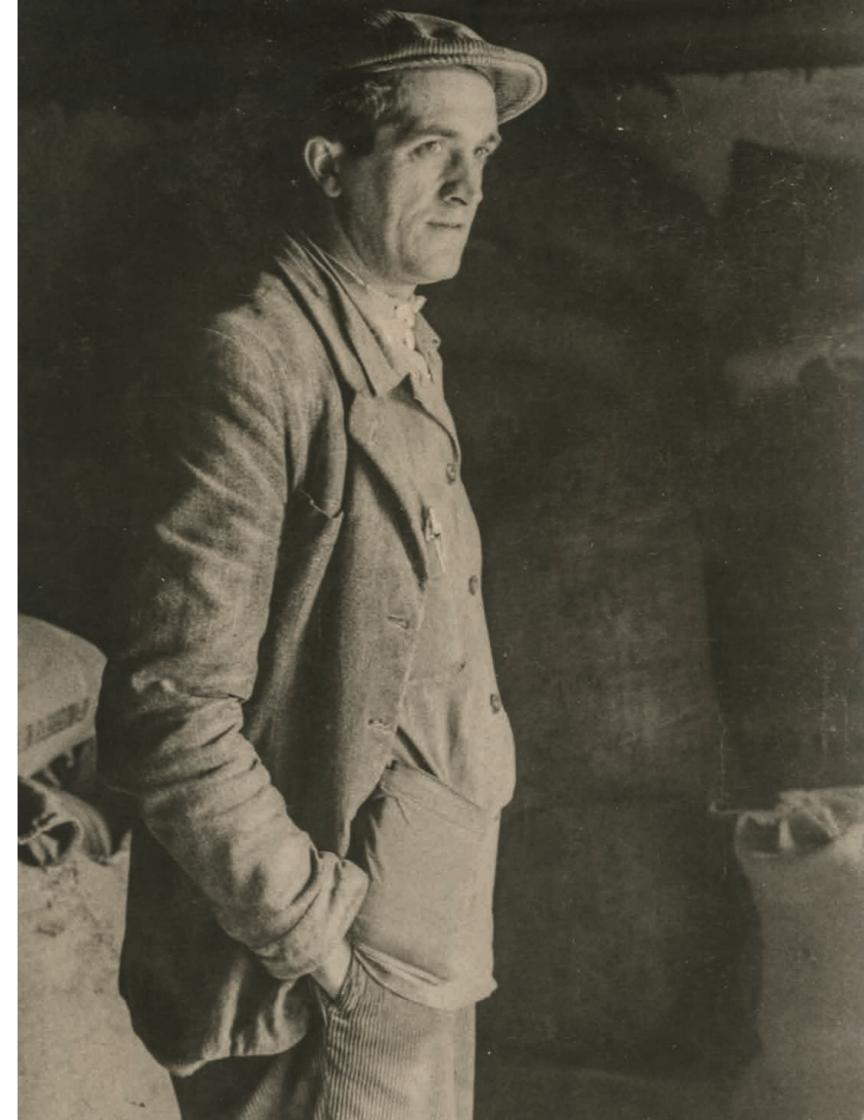
MERA – The Petfood Family

Our passion is the well-being and health of your pet. Even today, as the 3rd generation family business, our efforts focus on developing high quality food concepts shaped to your pet's needs. Hence, our premium grade ingredients, our highest quality measurements and carefully processed pet foods in Germany explain our tradition. Responsibility, honesty and reliability are at heart of our actions. Caring for one another is the secret to a lifetime relationship.



Vom Familienbetrieb für
das Familientier seit 1949

 **MADE IN GERMANY**



The right nutrition concept for every animal.

NATURE'S EFFECT

The power of nature for your dog's well-being: introducing a close-to-nature, healthy, delicious food made from local ingredients. Grain-free **NATURE'S EFFECT** products contain a high amount of fresh meat as well as regional superfoods – offering a complete diet for even the most discerning family dog.

pure sensitive

The purity of nature for food-sensitive dogs: based on a limited ingredient diet (LID), these products go back to the basics and eliminate all unnecessary ingredients – making them as tolerable as possible for even the most sensitive dog. Our tried-and-trusted pattern combines just one protein with a single carbohydrate source. With pure sensitive we meet the needs of fresh meat and high protein products. The holistic range features dry food, wet food and snacks.



essential

Our family recipes made especially for man's best friend: our classic products in the essential range provide everything your dog needs to be healthy and thrive, whether it's a puppy or senior.



pure sensitive



pure sensitive: the purity of nature for food-sensitive dogs.

Based on a limited ingredient diet (LID), these products go back to the basics and eliminate all unnecessary ingredients, making them as tolerable as possible for even the most sensitive dog. Our tried-and-trusted pattern combines just one protein with a single carbohydrate source. With **pure sensitive** we meet the needs of fresh meat and high protein products. The holistic range features dry food, wet food and snacks.

pure sensitive offers a lot of benefits for your dog:

- Limited Ingredient Diet (LID)
- single protein and carb
- lots of varieties for dogs with food intolerances
- balance of high protein and fresh meat products
- high acceptance of food

Your sensitive friend will of course find the food easy to digest: pure sensitive provides your dog with an all-round nutrition concept that focuses on the essentials. Instead of exotic ingredients, **pure sensitive** mainly contains regionally sourced ingredients.

We do not use the following in any **pure sensitive** products: grains, exotic meat sources, colourings, flavourings and preservatives, genetically modified ingredients, sugar, soy, vitamin K₃.

Less is more: for the best possible tolerance.



pure sensitive: the purity of nature for food-sensitive dogs

Your four-legged friends can enjoy the easily digestible ingredients in the pure sensitive range in a variety of flavours: with plenty of fresh meat and either rice or potatoes as carbohydrate source. This ensures your dog gets everything it needs – nothing more, nothing less.



Limited ingredient diet

LID stands for Limited Ingredient Diet and describes a recipe concept in which the ingredients focus on the essentials.



Only one source of protein and carbohydrate

pure sensitive reduces the potential for allergies with only one source of animal protein and carbohydrate.



Rice and potatoes

Our recipes with rice or potatoes as a source of carbohydrate are gentle and easy to digest.



Holistic

pure sensitive is our all-round nutrition concept from the junior to the senior and especially for allergic and sensitive dogs.



pure sensitive Turkey & Rice – Junior

Special features:

- Limited ingredient diet
- Suitable as puppies' first solid food when mashed
- Dry food suitable for puppies of all sizes until they reach adulthood
- Colostrum
- Chondroitin sulphate, glucosamine
- Suitable for female dogs during pregnancy

Especially suitable for:
puppies with sensitive stomachs

Feeding recommendation:

Final weight, kg	2 months	3 months	4 months	6 months	11 months	15 months	20 months
2	40	50	60	60	-	-	-
5	65	90	100	120	115	-	-
7	80	110	130	150	150	-	-
10	95	140	165	195	200	-	-
15	120	175	220	255	275	-	-
20	140	220	275	315	340	-	-
25	170	260	325	370	400	-	-
30	185	280	370	425	460	-	-
40	215	325	435	510	570	555	-
50	240	385	510	600	690	675	660
60	260	445	585	690	790	775	755
70	280	500	660	775	885	870	850

Dry food:

Analytical constituents:

protein 26 %, fat content 12 %, raw fibre 2,5 %, crude ash 6,8 %, calcium 1,2 %, phosphorus 0,9 %, sodium 0,35 %.

Additives per kg:

Nutritional additives:

vitamin A 15.000IE, vitamin D3 1.600IE, vitamin E 400 mg, vitamin C 300 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as zinc glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2 mg, selenium (as sodium selenite) 0,4 mg.

Technological additives:

antioxidants.

Composition:

rice (49,5 %), turkey protein (27,5 %, dried), poultry fat, liver hydrolysate, brewer's yeast (dried), rice protein, linseed, beet pulp (dried), lignocellulose, bovine colostrum (0,5 %, decaseinated), salmon oil, sodium chloride, sunflower oil, monocalcium phosphate, yeast cell walls (rich in mannan oligosaccharides and beta-glucans), potassium chloride, seaweed meal (rich in DHA), glucosamine from animal tissue (0,02 %), chondroitin sulphate (0,01 %).

Pack sizes: 1 kg, 4 kg, 12,5 kg



pure sensitive Turkey & Rice – Senior

Special features:

- Limited ingredient diet
- Low in sodium to avoid water retention
- Low in phosphorus to protect the kidneys in the event of renal failure
- Special blend of vitamins (especially vitamin C and vitamin E to protect cells)
- Colostrum
- Chondroitin sulphate, glucosamine

Especially suitable for:
older dogs with sensitive stomachs

Dry food:

Analytical constituents:

protein 22 %, fat content 10 %, raw fibre 2,5 %, crude ash 5,8 %, calcium 1 %, phosphorus 0,62 %, sodium 0,2 %.

Additives per kg:

Nutritional additives:

vitamin A 20.000IE, vitamin D3 1.600IE, vitamin E 400 mg, vitamin C 300 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2 mg, selenium (as sodium selenite) 0,4 mg.

Technological additives:

antioxidants.

Composition:

rice (58 %), turkey protein (22,5 %, dried), rice protein, poultry fat, liver hydrolysate, beet pulp (dried), linseed, lignocellulose, brewer's yeast (dried), salmon oil, sunflower oil, bovine colostrum (0,5 % decaseinated), potassium chloride, yeast cell walls (rich in mannan oligosaccharides and beta-glucans), calcium carbonate, sodium chloride, seaweed meal (rich in DHA), glucosamine from animal tissue (0,02 %), chondroitin sulphate (0,01 %).

Feeding recommendation:

Body weight, kg	10	15	20	30	40	50	60	70
Daily intake, g	150	205	250	340	420	500	570	640

Pack sizes: 1 kg, 4 kg, 12,5 kg



pure sensitive Turkey & Rice

Special features:

- Limited ingredient diet
- Gluten-free recipe
- For dogs with normal activity levels

Especially suitable for:

adult dogs with normal activity levels



Dry food:

Analytical constituents:

protein 22 %, fat content 9 %, raw fibre 2,5 %, crude ash 6,6 %, calcium 1,25 %, phosphorus 0,8 %, sodium 0,35 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 300 mg, vitamin C 200 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,3 mg, selenium (as sodium selenite) 0,35 mg.

Technological additives:

antioxidants.

Composition:

rice (59,5 %), turkey protein (24 %, dried), beet pulp (dried), liver hydrolysate, poultry fat, linseed, lignocellulose, brewer's yeast (dried), sodium chloride, calcium carbonate, salmon oil, potassium chloride, monocalcium phosphate, sunflower oil, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	10	15	20	30	40	50	60	70
Daily intake, g	160	215	265	360	445	530	605	680

Pack sizes: 1 kg, 4 kg, 12,5 kg



Dry food MINI:

Analytical constituents:

protein 24 %, fat content 12 %, raw fibre 2,5 %, crude ash 7 %, calcium 1,2 %, phosphorus 0,92 %, sodium 0,4 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 400 mg, vitamin C 300 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,3 mg, selenium (as sodium selenite) 0,35 mg.

Technological additives:

antioxidants.

Composition:

rice (52,5 %), turkey protein (28 %, dried), poultry fat, beet pulp (dried), liver hydrolysate, linseed, lignocellulose, brewer's yeast (dried), salmon oil, sodium chloride, pentasodium phosphate (0,35 %), sunflower oil, potassium chloride, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	1	2	3	4	5	6	8	10
Daily intake, g	30	50	65	80	95	105	130	155

Pack sizes: 1 kg, 4 kg



Wet food:

Analytical constituents:

protein 11,5 %, fat content 6,3 %, raw fibre 0,4 %, crude ash 2,0 %, moisture 79 %.

Additives per kg:

Nutritional additives:

vitamin D3 200IE, vitamin E 25 mg, zinc (as zinc sulphate, monohydrate) 15 mg, manganese (as manganese-(II)-sulphate monohydrate) 3 mg, iodine (as calcium iodate) 0,5 mg.

Composition:

turkey (71 % consisting of turkey meat, turkey stomach, turkey heart and turkey liver), 27 % stock, minerals, rapeseed oil.

Feeding recommendation:

Body weight, kg	2	5	7	10	15	20
Daily intake, g	120	250	340	450	650	800

Available in the following sizes:
0,4 kg



Snack:

Analytical constituents:

protein 20 %, fat content 6 %, raw fibre 2 %, crude ash 6 %.

Additives per kg:

Nutritional additives:

vitamin A 5.000IE, vitamin D3 500IE, vitamin E 50 mg.

Technological additives:

antioxidants.

Composition:

rice (70 %), turkey protein (22,5 %, dried), sodium chloride, poultry fat, lignocellulose, chicory inulin (0,1 %).

Feeding recommendation:

Size	Small dog	Medium-sized dog	Large dog
Pieces per day	2-4	5-7	8-9

Available in the following sizes:
0,6 kg



pure sensitive Insect Protein

Special features:

- Limited ingredient diet
- Gluten-free recipe
- 100% Insect protein - as single source of animal protein

Especially suitable for:

adult dogs with normal activity levels



Dry food:

Analytical constituents:

Protein 22%, fat content 12%, raw fibre 3.0%, crude ash 8%, calcium 1.15%, phosphorus 0.8%, sodium 0.35%.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.600IE, vitamin E 300mg, vitamin C 200mg, copper (as copper-(II)-sulphate, pentahydrate) 12mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 40mg, iron (as iron-(II)-sulphate, monohydrate) 200mg, manganese (as manganese-(II)-sulphate, monohydrate) 35mg, iodine (as calcium iodate, anhydrous) 2.2mg, selenium (as sodium selenite) 0.35mg.

Technological additives:

antioxidants.

Composition:

rice (52%), insect protein* (20%, dried), rice protein, poultry fat, protein hydrolysate, beet pulp, linseed, monocalcium phosphate, calcium carbonate, sodium chloride, potassium chloride, salmon oil, sunflower oil, yeast cell walls (0.2%, rich in mannan oligosaccharides and beta-glucans), chicory inulin (0.1%).

*Hermetia illucens larvae

Feeding recommendation:

Body weight, kg	10	20	30	40	50	60	70
Daily intake, g	160	270	365	450	535	610	685

Pack sizes: 1 kg, 4 kg, 12,5 kg



pure sensitive Lamb & Rice

Special features:

- Limited ingredient diet
- Gluten-free recipe
- For dogs with normal activity levels

Especially suitable for:

adult dogs with normal activity levels



Dry food:

Analytical constituents:

protein 22 %, **fat content 12 %**, raw fibre 2,5 %, crude ash 8 %, calcium 1,65 %, phosphorus 0,95 %, sodium 0,35 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 300 mg, vitamin C 200 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,3 mg, selenium (as sodium selenite) 0,35 mg.

Technological additives:

antioxidants.

Composition:

rice (52 %), lamb protein (20 %, dried), rice protein, lamb fat, beet pulp (dried), liver hydrolysate, linseed, brewer's yeast (dried), sunflower oil, lignocellulose, salmon oil, potassium chloride, sodium chloride, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	10	15	20	30	40	50	60	70
Daily intake, g	160	215	265	355	440	520	595	670

Pack sizes: 1 kg, 4 kg, 12,5 kg



Dry food MINI:

Analytical constituents:

protein 23,5 %, **fat content 13 %**, raw fibre 2,5 %, crude ash 8,2 %, calcium 1,7 %, phosphorus 1,15 %, sodium 0,4 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 400 mg, vitamin C 300 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,3 mg, selenium (as sodium selenite) 0,35 mg.

Technological additives:

antioxidants.

Composition:

rice (47,5 %), lamb protein (21 %, dried), lamb fat, rice protein, pea protein, beet pulp (dried), liver hydrolysate, brewer's yeast (dried), linseed, sunflower oil, lignocellulose, salmon oil, potassium chloride, pentasodium phosphate (0,35 %), sodium chloride, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	1	2	3	4	5	6	8	10
Daily intake, g	30	50	65	80	95	105	130	155

Pack sizes: 1 kg, 4 kg



Wet food:

Analytical constituents:

protein 11,7 %, **fat content 5,9 %**, raw fibre 0,4 %, crude ash 2,0 %, moisture 79 %.

Additives per kg:

Nutritional additives:

vitamin D3 200IE, vitamin E 25 mg, zinc (as zinc sulphate, monohydrate) 15 mg, manganese (as manganese-(II)-sulphate monohydrate) 3 mg, iodine (as calcium iodate) 0,5 mg.

Composition:

lamb (72 % consisting of lamb lung, lamb liver, lamb heart, lamb gristle and lamb kidneys) 26 % stock, minerals, salmon oil.

Feeding recommendation:

Body weight, kg	2	5	7	10	15	20
Daily intake, g	120	250	340	450	650	800

Pack sizes: 0,4 kg



pure sensitive Salmon & Rice

Special features:

- Limited ingredient diet
- Gluten-free recipe
- For dogs with normal activity levels
- Particularly low in protein and purine for Dalmatians and leishmaniasis patients

Especially suitable for:

adult dogs with normal activity levels



Dry food:

Analytical constituents:

protein 18,5 %, fat content 7,5 %, raw fibre 2,5 %, crude ash 7 %, calcium 1,1 %, phosphorus 0,75 %, sodium 0,35 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 300 mg, vitamin C 200 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,3 mg, selenium (as sodium selenite) 0,35 mg.

Technological additives:

antioxidants.

Composition:

rice (64,5 %), salmon protein (15,5 %, dried), liver hydrolysate, beet pulp (dried), brewer's yeast (dried), linseed, salmon oil, sunflower oil, lignocellulose, calcium carbonate, monocalcium phosphate, sodium chloride, potassium chloride, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	10	15	20	30	40	50	60	70
Daily intake, g	165	225	275	375	465	550	630	705

Pack sizes: 1 kg, 4 kg, 12,5 kg



Dry food MINI:

Analytical constituents:

protein 20 %, fat content 8,5 %, raw fibre 2,5 %, crude ash 7 %, calcium 1,1 %, phosphorus 0,75 %, sodium 0,4 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 400 mg, vitamin C 300 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,3 mg, selenium (as sodium selenite) 0,35 mg.

Technological additives:

antioxidants.

Composition:

rice (61,5 %), salmon protein (15,5 %, dried), liver hydrolysate, beet pulp (dried), salmon oil, brewer's yeast (dried), rice protein, linseed, sunflower oil, lignocellulose, calcium carbonate, pentasodium phosphate, monocalcium phosphate, potassium chloride, sodium chloride, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	1	2	3	4	5	6	8	10
Daily intake, g	30	50	65	80	95	105	130	155

Pack sizes: 1 kg, 4 kg



Snack:

Analytical constituents:

protein 18 %, fat content 6,5 %, raw fibre 2 %, crude ash 6 %.

Additives per kg:

Nutritional additives:

vitamin A 5.000IE, vitamin D3 500IE, vitamin E 50 mg.

Technological additives:

antioxidants.

Composition:

rice (72,5 %), salmon protein (18 %, dried), poultry fat, sodium chloride, lignocellulose, chicory inulin (0,1 %).

Feeding recommendation:

Size	Small dog	Medium-sized dog	Large dog
Pieces per day	2-4	5-7	8-9

Pack sizes: 0,6 kg



pure sensitive fresh meat

With **pure sensitive**, we fulfil all a dog's needs for fresh meat and high-protein products.

Our fresh meat recipes contain 25 % fresh turkey or herring. There are two additional varieties of **pure sensitive** fresh meat and high protein, containing 40 % fresh beef or chicken. Both recipes have a protein content of 34 %, making them particularly suitable for very active dogs.



pure sensitive fresh meat Turkey & Potatoes

Special features:

- Limited ingredient diet
- Plenty of fresh meat
- Gluten-free recipe
- Grain-free recipe
- For dogs with normal activity levels
- Particularly low in purine for Dalmatians and leishmaniasis patients

Especially suitable for:

dogs with normal activity levels



Dry food:

Analytical constituents:

protein 23 %, fat content 12,5 %, raw fibre 2,5 %, crude ash 7,2 %, calcium 1,25 %, phosphorus 0,9 %, sodium 0,35 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 300 mg, vitamin C 200 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,3 mg, selenium (as sodium selenite) 0,35 mg.

Technological additives:

antioxidants.

Composition:

turkey meat (25 %, fresh), potato flakes (24,5 %), turkey protein (20,5 %, dried), potato starch (13,5 %), liver hydrolysate, beet pulp (dried), poultry fat, linseed, lignocellulose, brewer's yeast (dried), sodium chloride, monocalcium phosphate, salmon oil, sunflower oil, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	10	15	20	30	40	50	60	70
Daily intake, g	155	210	260	350	435	515	590	660

Pack sizes: 1 kg, 4 kg, 12,5 kg



Dry food MINI:

Analytical constituents:

protein 24 %, fat content 13,5 %, raw fibre 2,5 %, crude ash 7 %, calcium 1,25 %, phosphorus 1 %, sodium 0,35 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 300 mg, vitamin C 200 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100 mg, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,3 mg, selenium (as sodium selenite) 0,35 mg.

Technological additives:

antioxidants.

Composition:

turkey meat (25 %, fresh), potato flakes (24,5 %), turkey protein (20,5 %, dried), potato starch (13,5 %), liver hydrolysate, beet pulp (dried), poultry fat, lignocellulose, linseed, brewer's yeast (dried) pentasodium triphosphate, salmon oil, sunflower oil, sodium chloride, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	1	2	3	4	5	6	8	10
Daily intake, g	30	50	65	80	95	105	130	155

Pack sizes: 1 kg, 4 kg



Snack:

Analytical constituents:

protein 24 %, fat content 8 %, raw fibre 2 %, crude ash 7 %.

Additives per kg:

Nutritional additives:

vitamin A 5.000IE, vitamin D3 500IE, vitamin E 50 mg.

Technological additives:

antioxidants.

Composition:

potato flakes (60 %), turkey protein (33 %), poultry fat, sodium chloride, lignocellulose, chicory inulin (0,1 %).

Feeding recommendation:

Size	Small dog	Medium-sized dog	Large dog
Pieces per day	2-4	5-7	8-9

Pack sizes: 0,6 kg



pure sensitive fresh meat Herring & Potatoes

Special features:

- Limited ingredient diet
- Plenty of fresh meat
- Gluten-free recipe
- Grain-free recipe

Especially suitable for:

sensible aktive Hunde



Dry food:

Analytical constituents:

protein 24 %, fat content 13,5 %, raw fibre 2,5 %, crude ash 7,2 %, calcium 1,25 %, phosphorus 0,85 %, sodium 0,6 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 300 mg, vitamin C 200 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,5 mg, selenium (as sodium selenite) 2,10 mg.

Technological additives:

antioxidants.

Composition:

herring (25 %, fresh), potato flakes (24,5 %), herring meal (19,5 %), potato starch (12 %), beet pulp (dried), liver hydrolysate, salmon oil, linseed, lignocellulose, brewer's yeast (dried), sunflower oil, monocalcium phosphate, calcium carbonate, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	10	15	20	30	40	50	60	70
Daily intake, g	155	205	255	345	430	505	580	650

Pack sizes: 1 kg, 4 kg, 12,5 kg



pure sensitive fresh meat Beef & Potatoes High Protein

Special features:

- Limited ingredient diet
- Even more fresh meat
- Gluten-free recipe
- Grain-free recipe
- For athletic dogs

Especially suitable for:

extremely active dogs with sensitive stomachs



Dry food:

Analytical constituents:

protein 34 %, fat content 19,5 %, raw fibre 2,5 %, crude ash 7,5 %, calcium 1,25 %, phosphorus 1 %, sodium 0,35 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 300 mg, vitamin C 200 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,3 mg, selenium (as sodium selenite) 0,35 mg.

Technological additives:

antioxidants.

Composition:

beef (40 %, fresh), beef greaves (21 %, dried), potato flakes (12,5 %), peas, potato starch (3 %), beet pulp (dried), liver hydrolysate, poultry fat, brewer's yeast (dried), monocalcium phosphate, linseed, lignocellulose, calcium carbonate, salmon oil, sunflower oil, sodium chloride, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	10	15	20	30	40	50	60	70
Daily intake, g Moderate activity	140	190	235	320	395	470	535	605
Daily intake, g Increased activity	170	225	280	380	470	555	640	715

Pack sizes: 1 kg, 4 kg, 12,5 kg



Wet food:

Analytical constituents:

protein 10,2 %, fat content 7,8 %, raw fibre 0,4 %, crude ash 2,0 %, moisture 79 %.

Additives per kg:

Nutritional additives:

vitamin D3 200IE., vitamin E 25 mg, zinc (as zinc sulphate, monohydrate) 15 mg, manganese (as manganese-(II)-sulphate monohydrate) 3 mg, iodine (as calcium iodate) 0,5 mg.

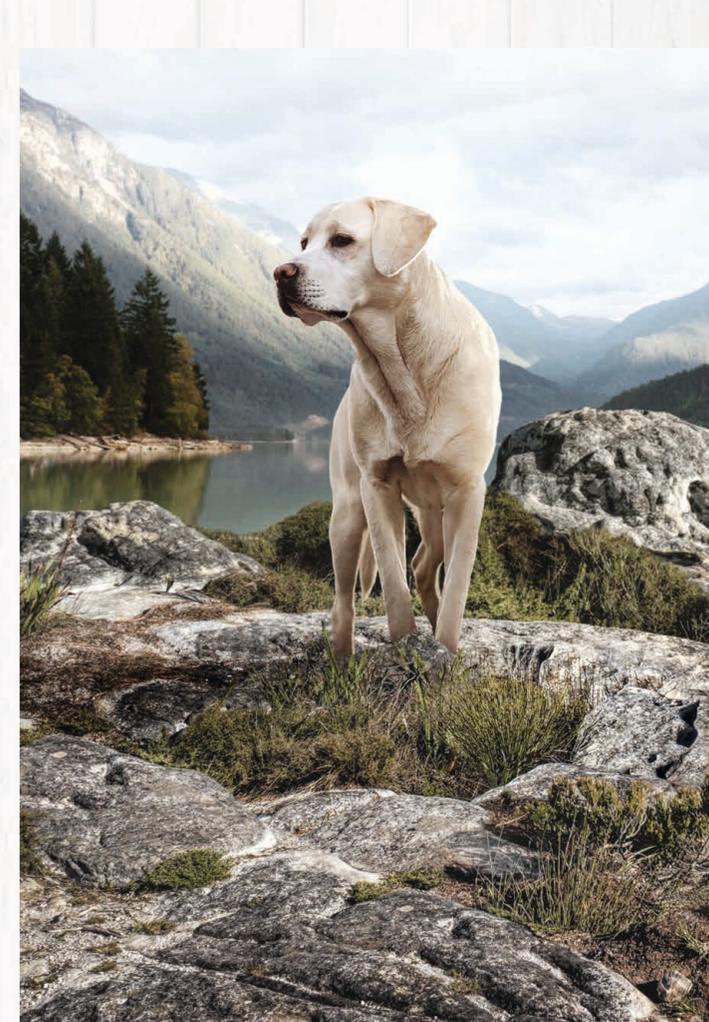
Composition:

beef (72 % consisting of bovine lung, bovine udder, beef heart, beef tripe, beef meat and beef liver), 26 % stock, minerals, rapeseed oil.

Feeding recommendation:

Body weight, kg	2	5	7	10	15	20
Daily intake, g	120	250	340	450	650	800

Pack sizes: 0,4 kg



pure sensitive fresh meat Chicken & Potatoes High Protein

Special features:

- Limited ingredient diet
- Even more fresh meat
- Gluten-free recipe
- Grain-free recipe
- For athletic dogs

Especially suitable for:

extremely active dogs with sensitive stomachs



Dry food:

Analytical constituents:

protein 34 %, fat content 17 %, raw fibre 3 %, crude ash 7 %, calcium 1,25 %, phosphorus 1 %, sodium 0,35 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 300 mg, vitamin C 200 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,3 mg, selenium (as sodium selenite) 0,35 mg.

Technological additives:

antioxidants.

Composition:

chicken meat (40 %, fresh), poultry protein (23 %, dried), potato flakes (14 %), peas, potato starch (3,5 %), liver hydrolysate, beet pulp (dried), poultry fat, linseed, ligno-cellulose, brewer's yeast (dried), sodium chloride, salmon oil, sunflower oil, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	10	15	20	30	40	50	60	70
Daily intake, g Moderate activity	145	200	245	330	410	485	555	625
Daily intake, g Increased activity	175	235	290	395	490	575	660	740

Pack sizes: 1 kg, 4 kg, 12,5 kg



Dry food MINI:

Analytical constituents:

protein 34 %, fat content 17 %, raw fibre 3 %, crude ash 7 %, calcium 1,25 %, phosphorus 1 %, sodium 0,35 %.

Additives per kg:

Nutritional additives:

vitamin A 12.000IE, vitamin D3 1.500IE, vitamin E 300 mg, vitamin C 200 mg, copper (as copper-(II)-sulphate, pentahydrate) 12,5 mg, zinc (as zinc sulphate, monohydrate) 100g, zinc (as glycine-zinc chelate hydrate (solid)) 60 mg, iron (as iron-(II)-sulphate, monohydrate) 250 mg, manganese (as manganese-(II)-sulphate, monohydrate) 35 mg, iodine (as calcium iodate, anhydrous) 2,3 mg, selenium (as sodium selenite) 0,35 mg.

Technological additives:

antioxidants.

Composition:

chicken meat (40 %, fresh), poultry protein (23 %, dried), potato flakes (14 %), peas, potato starch (3,5 %), liver hydrolysate, beet pulp (dried), poultry fat, linseed, ligno-cellulose, brewer's yeast (dried), sodium chloride, salmon oil, sunflower oil, chicory inulin (0,1 %).

Feeding recommendation:

Body weight, kg	1	2	3	4	5	6	8	10
Daily intake, g Moderate activity	30	45	60	75	90	100	125	145
Daily intake, g Increased activity	35	55	70	90	105	120	150	175

Pack sizes: 1 kg, 4 kg



Wet food Poultry hearts:

Analytical constituents:

protein 11,1 %, fat content 7,1 %, raw fibre 0,4 %, crude ash 1,8 %, moisture 79 %.

Additives per kg:

Nutritional additives:

vitamin D3 200IE., vitamin E 25 mg, zinc (as zinc sulphate, monohydrate) 15 mg, manganese (as manganese-(II)-sulphate monohydrate) 3 mg, iodine (as calcium iodate) 0,5 mg.

Composition:

poultry (71 % consisting of poultry heart (30 %), poultry stomach, poultry meat and poultry liver), 27 % stock, minerals, rapeseed oil.

Feeding recommendation:

Body weight, kg	2	5	7	10	15	20
Daily intake, g	120	250	340	450	650	800

Pack sizes: 0,4 kg



pure sensitive snacks chunky meat

Our new **pure sensitive** chunky meat snacks – dried, natural snacks available in three varieties: chicken, beef and turkey. On the basis of the proven limited ingredient diet and inspired by the entire **pure sensitive** range, the snacks contain only essential ingredients – providing the perfect conditions for optimum tolerability. **pure sensitive** chunky meat snacks are made in germany and contain 97% pure chicken, pure beef or pure turkey.

Especially suitable for:
dogs with sensitive stomachs

🇩🇪 **MADE IN GERMANY**



Chicken:

Analytical constituents:
protein 51,5 %, fat content 4,8 %,
moisture 12,6 %, crude ash 2,7 %, raw fibre 0,3 %.

Additives:
Technological additives:
antioxidants.

Composition:
meat and animal by-products (97 % chicken meat), oils and fats .

Feeding recommendation:

Size	Small dog	Medium-sized dog	Large dog
Pieces per day	2-4	5-7	8-9

Pack sizes: 0,1 kg



Beef:

Analytical constituents:
protein 54,3 %, fat content 4,1 %,
moisture 11,3 %, crude ash 2,7 %, raw fibre 0,6 %.

Additives:
Technological additives:
antioxidants.

Composition:
meat and animal by-products (97 % beef), oils and fats .

Feeding recommendation:

Size	Small dog	Medium-sized dog	Large dog
Pieces per day	2-4	5-7	8-9

Pack sizes: 0,1 kg



Turkey:

Analytical constituents:
protein 60 %, fat content 3,3 %,
moisture 10,7 %, crude ash 3 %, raw fibre 0,33 %.

Additives:
Technological additives:
antioxidants.

Composition:
meat and animal by-products (97 % turkey meat), oils and fats .

Feeding recommendation:

Size	Small dog	Medium-sized dog	Large dog
Pieces per day	2-4	5-7	8-9

Pack sizes: 0,1 kg



FAQ



Is it bad if my dog wolfs down his food?

Lots of dogs are inclined to wolf down their food without chewing it up properly, if at all. This is completely normal and is in their nature. Dogs are pack animals by nature, so they tend to eat as quickly as they can so they get enough food. Some dogs no longer show this behaviour, but many still wolf their food down. It only becomes a problem if any food is inhaled or there is a risk of suffocation. In this instance, scattering the food around on the floor or using a special type of bowl designed to slow down feeding may help.

What is colostrum?

Colostrum is the first milk produced by a cow (or other mammals) and is rich in immunity-building ingredients, vitamins and minerals. It boosts the immune system and the growth factors it contains can support tissue repair. The colostrum we use comes from German dairy cows, is sterilised and free from antibiotics.

What are antioxidants and what types are used in MERA products?

Antioxidants are extremely important for organisms. They deactivate the free radicals that can damage cellular matter and that animals are exposed to daily. To boost cell protection, we use the natural antioxidants vitamin C, vitamin E, beta-carotene and selenium in our products. But we also use many more valuable ingredients in our food, such as salmon and sunflower oils, to provide your dog with unsaturated omega-3 and omega-6 fatty acids. The disadvantage to using these unsaturated fatty acids is that they are more chemically unstable so can quickly become rancid. Rancid fat actually has negative effects on health because it also attacks cells. To prevent the fat from turning rancid (a process called oxidation), stronger antioxidants are needed than the natural ones mentioned above. This is why we use synthetically manufactured BHA. It is around four times more effective than natural antioxidants and is approved for use in foodstuffs and pet food. There is consensus among nutritionists today that the harmful effects of rancid fats on an organism are potentially far more serious than the theoretical effects of a synthetic antioxidant. Use of synthetic antioxidants in food and pet food is subject to clear thresholds. Their use below these thresholds poses no risk to health.

My dog has allergies – can they still eat food containing colostrum?

If it's a beef allergy, it's fine to go ahead and give them food containing colostrum. A cow's milk allergy is more problematic. However, we do remove casein from our colostrum during processing. This is the most common trigger of reactions to cow's milk. This is why most dogs with cow's milk allergies can tolerate the colostrum we use.

What should I feed my dog if he has anal gland problems?

Increased anal gland secretion is an unpleasant problem that affects many dogs. Normally, a dog secretes the fluid each time they have a bowel movement. If their stool is too soft, the dog does not strain enough and the anal glands are not emptied. So, for dogs with anal gland issues, dry food is a better choice than wet food because it binds together the stool. The dry food varieties from our **pure sensitive** range have been shown to lead to firmer stools, which can help dogs empty their anal glands independently.

Does dry food cause tartar?

Tartar is caused by any leftover food that provides nutrients to certain bacteria found naturally in the mouth, leading to the build up of plaque. Whether a dog is prone to tartar or not is largely determined by genetic factors. The composition of a dog's oral flora and the pH value in their saliva play a big role here.

Because small breeds in particular are prone to tartar, all our **pure sensitive** mini recipes have an anti-tartar formula. The polyphosphates in them have been proven to impact the formation of tartar.

Should I add additional oils or dietary supplements to the food, to improve my pet's health?

The fats in all our food recipes are carefully combined for optimum results. This includes ensuring the correct ratio of omega-3 to omega-6 fatty acids. If you add more oil, this ratio will inevitably be skewed and results may no longer be optimal.

Dietary supplements containing additional vitamins and minerals can even be harmful to your pet. All our complete feeds are 100% balanced and provide your pet with everything they need, as required. Supplements could even lead to excess consumption of certain vitamins and minerals, which may result in health problems.

What is the difference between an intolerance and an allergy?

With a food intolerance, an organism is not able to digest one or more specific food ingredients and may react with symptoms such as diarrhea, vomiting or gas. A common example is lactose intolerance, where the body does not create enough enzymes to break down the lactose in milk products.

This is very different from an allergy, which is where the immune system overreacts to what are actually harmless proteins. These proteins can be found in flea saliva, in the surrounding environment or in food. In addition to digestive issues, allergic reactions can cause itching. If there is reason to suspect your dog has a food allergy, an exclusion diet can help you to identify what is triggering it. Food containing just one protein and one carbohydrate source, like the **pure sensitive** range, is ideal for this.

Which food is particularly low in purine?

Purine is a component of DNA and can be found in all animal and plant ingredients. If your dog has leishmaniasis, it is important they are fed a diet that is low in purine during treatment with allopurinol. Due to a genetic metabolic disorder, Dalmatians should also be fed a low-purine diet. A low-purine diet means a low-protein diet, so you must be aware of how much meat your dog is eating.

The pure sensitive fresh meat Turkey & potatoes recipe is especially low in purine.

How do I switch my dog from biologically appropriate raw food (BARF) to dry food?

Feeding your dog a balanced raw diet is not easy; often, the meals are not based on their needs and it can even lead to deficiencies or oversupply. It is important to be cautious when switching from a BARF diet to balanced prepared food because the pH value of gastric acid in dogs fed a raw diet is very low. Slowly mixing in increasing portions of the new food will help prevent any digestive problems.

My dog has a lot of bowel movements. Is the food he's eating being poorly digested?

When a dog has a lot of bowel movements, it is rarely because they are unable to digest their food properly. If there is no underlying illness such as a pancreatitis, a large volume of bowel movements usually means that water from the bolus is not being sufficiently reabsorbed, which is usually due to the composition of the dog's intestinal flora. Foods containing prebiotica like inulin can help here. This provides nutrients to the „good“ bacteria that live in the gut, driving out the „bad“ bacteria. The firms in our **pure sensitive** range have also been shown to help bind stools together.

Why does the size of the croquettes vary from pack to pack?

MERA dry food is produced in a machine called an extruder, which steams the food under extremely high pressure. When the food leaves the extruder, the pressure drops and the residual moisture suddenly evaporates. The croquettes then „puff up“, similar to a corn kernel when making popcorn. Some croquettes expand more than others due to their natural ingredients, resulting in croquettes of different sizes.

Why are there such large variations in the colour of my food?

There are two reasons for this. Firstly, the food is a natural product. Like meat bought from a butcher, the meat we use in our products can vary in colour. Irrespective of this, the fat sprayed on to the croquettes following production is absorbed to different degrees. If the fat remains on the surface, a croquette will look darker.

What is hydrolysed protein?

Hydrolysed means that the protein is broken down into its individual components, so amino acids. These amino acids are no longer able to trigger an allergic reaction because they are too small to be recognised by the immune system as a protein. The type of animal the hydrolysed protein comes from is irrelevant for allergy sufferers.

Does my dog have some kind of nutrient deficiency if he is eating other dogs' excrement?

Unfortunately, the misconception that a nutrient deficiency is to blame for this is still very widespread. We know it is not true because this behaviour is also exhibited once a dog is eating a balanced diet. With a well-designed complete food, a healthy dog should be getting all the nutrients they need. Therefore, the use of supplementary food is not necessary in this case and, in the worst-case scenario, may even cause more harm than good.

The most common reason for dogs eating excrement is territorial behaviour. Dogs mark their territories with both urine and stools. If a dog finds a rival has left a surprise on their territory, they will want to remove it immediately. Other potential explanations could be a disturbance in intestinal flora that the dog is trying to improve by consuming germs, or a functional disturbance in the pancreas, which should be addressed with your vet.

My dog is having puppies. How should I feed them during rearing?

It is a good idea to start transitioning food when the female dog is pregnant. During the first half of her pregnancy, continue giving her normal food. You should then start transitioning her to a high-energy recipe to ensure she can store enough reserves. We recommend slowly switching to a 50:50 mix of her old food and our puppy food essential Junior 1 or pure sensitive Junior – Turkey & Rice. Switching food any later than that could put too much strain on the dog and may negatively affect milk production.

On the day of the birth, the dog should only be given a little food to prevent digestion taking up more of her energy. While she's suckling, you can continue giving her the mixture of regular food and puppy food. If the dog loses too much weight, simply increase the proportion of puppy food you're giving her.

You can start the puppies on supplementary food when they are four weeks old. Just add a little water to essential Junior 1 or pure sensitive Junior to soften it and then mash it up. The puppies can then consume the mash in addition to the mother's milk. Later on, begin decreasing the amount of water you add until the puppies are eating the food dry.

How should I feed puppies of large breeds as they grow?

Unfortunately there is still a widespread myth that large breeds should start on adult dog food as soon as possible because it is lower in protein and therefore prevents any growth disorders. This isn't the case. In fact, the opposite is true: to be able to build strong muscles, young dogs need an appropriate amount of protein. A powerful musculature supports the skeleton and joints, preventing any growth disorders.

What really matters here is how lean a dog is: if both its last ribs can be felt without applying any pressure and are not hidden under a layer of fat, but do not protrude out, they are a healthy weight and the amount of food you're giving them is right. If this is not the case, you should adjust the amount of food accordingly. To avoid providing too much energy, young dogs from large breeds (final weight > 40 kg) can be fed essential Junior 2 from the age of 6 months.

Large-breed dogs with sensitive stomachs can remain on pure sensitive Junior (Turkey & Rice) until they are fully grown.

My dog is allergic to storage mites. What can I feed them?

More and more dogs suffer from a storage mite allergy and this is almost always coupled with a dust mite allergy. The problem can be mitigated by selecting the right type of food. However, due to the fact that dust mites are found pretty much everywhere, it is not possible to completely eliminate symptoms.

All extruded dry food, and all wet food, is free from living mites because they are killed by the heat during the production process. Many veterinarians encourage people to freeze dry food to prevent new mites finding their way in. The only problem is that most animals do not have a reaction to the mites themselves, but to their excrement, and this is not eliminated during the production process. This means that any product that was once infected by mites will trigger an allergic reaction. Wheat, for example, is commonly severely affected because it is stored for a long time in silos on farms. For this reason, we recommend the recipes in our **pure sensitive** range, which contain potatoes as the carbohydrate source. Our potatoes are peeled before processing begins, so any mites (and their excrement) are disposed of with the peel.

Can I mix dry and wet food?

Yes, it's perfectly fine to mix dry and wet food. Concerns about this being harmful because they stay in the stomach for different amounts of time are unfounded. The body has no problems digesting foods that remain in the stomach for different periods.

My pet has joint problems. What can I do?

From a nutritional and physiological standpoint, maintaining an optimum weight is the most important factor to consider with joint diseases. The less your pet weighs, the lower the strain on their joints. At the same time, they need to build strong muscles. Mollusc flesh and its ingredients glucosamine and chondroitin sulphate can also help. Both substances are integral elements of joints.

We use glucosamine and chondroitin sulphate in our products for dogs who are at a stage of life or in circumstances where there is huge demand on their joints. These include pure sensitive Junior and Senior and the Junior products in the essential range.

Is food with a high proportion of meat best for my dog?

It is in a dog's nature to love meat. However, foods containing a very high proportion of meat are not always the best for every animal. Lots of meat also means lots of protein and fat. Family dogs with normal activity levels may end up getting more than they need, which could in turn lead to them putting on weight or could even cause symptoms such as itching.

By contrast, very active dogs need a lot of protein and fat and are better off with a product containing a high percentage of meat. We offer the right food for dogs of all activity levels – with high or moderate meat content.

Do you add vitamin K₃ to your products?

No, we do not add vitamin K₃ to our products.

Does your company perform animal testing?

No, we do not perform animal testing.

Is cold-pressed food better quality than extruded food?

It is a misconception that cold-pressed food is produced in a gentler way and therefore contains more natural vitamins. Although the food is not subjected to any additional heat in this production process, the core temperature of the croquettes must still reach at least 75°C in order to kill off germs. Furthermore, the food is subjected to such enormous pressure that this alone causes it to heat up. If the croquettes are heated to 75°C on the inside via pressure, they become extremely hot on the outside – and for a longer period too.

By contrast, extruded food is simply steamed at 120°C for 30 seconds.

How should I store dog food?

Our dry food can simply be stored in a container and kept in a cool, dry place. Some products even come with resealable packaging, making it easier to store.

My dog's coat has suddenly become discoloured. Is that because of his food?

It is often speculated that carotenoid and copper deposit themselves in coats and cause a reddish tinge. However, this simply is not possible from a chemical-physical perspective because the fat-soluble carotene cannot deposit itself in the protein structure of a dog's fur. A lack of copper even has the opposite effect: together with tyrosin, copper is essential for the growth of healthy hair. If a dog is deficient in either one of these, their coat will become discoloured.

In most cases, a reddish tinge is due to environmental factors. For example, UV light causes a dog's coat to lighten by disrupting the pigment melanin, which on darker fur leads to a reddish tinge. It has also been proven that certain UV wavelengths can give white coats a yellow tinge. Furthermore, discolouration could also be caused by mechanical stress. A dog rubs its coat against various surfaces, causing the fur to become brittle so that light is no longer refracted as usual, which results in the coat looking reddish. After the next shedding, the dog's fur will grow back intact and looks its original colour again.

Glossary



Amino acids

Amino acids are the building blocks of proteins. They possess certain chemical characteristics that allow them to join together to form long chains. In the organism of an animal, there are 20 different standard amino acids that vary in incidence. Amino acids play an essential role in the nutrition of mammals such as people, dogs and cats. This need is easily met with a balanced diet made up of different animal and plant proteins.

Antioxidants

Antioxidants are substances that prevent the oxidation of other ingredients. In the body, they protect cells by neutralising free radicals. And in doing so, they help to protect against a large number of illnesses. Antioxidants are added to all MERA food products in order to prevent ingredients from chemically reacting with atmospheric oxygen. Valuable fats are processed with monounsaturated and polyunsaturated fatty acids that, without the use of antioxidants, would become rancid and harmful to health.

Anti-Smell formula

The anti-smell formula features an ingredient complex to prevent the mouth or coat from smelling. Prebiotic inulin promotes the formation and maintenance of healthy gut flora. Putrid bacteria are driven out. *Yucca schidigera* is able to bind ammonium and hydrogen sulphide and have an anti-bacterial effect on certain germs. Diatomaceous earth comes from the shells of fossil diatom and reabsorbs ammonium as well as excess moisture.

Beta-carotene

Beta-carotene is the precursor to vitamin A (retinol) and is therefore sometimes called provitamin A. It can be found in yellow, orange and dark green fruits and vegetables.

Beta-glucan

Beta-glucans can be acquired from the cell walls of yeasts and stimulate the immune system. The phagocytes of the immune system feature receptors that beta-glucans can bind to. This activates the cells and stimulates the immune response.

Biotin

Biotin is also known as vitamin B7 or vitamin H. A component of certain enzymes, it plays a role in the metabolism and regulates gene activity. It is found in many foods, but only in very small quantities. In particular, yeast, beef liver and egg yolk contain a lot of biotin.

Calcium

Calcium is the most common mineral occurring in the body, although 98 % of it is contained in the bones and teeth. If needed, some of the calcium stored in the bones can be released and made available to other parts of the body. Calcium is important for the transfer of stimuli in the nervous and muscular sys-

tems. It also controls cell division and blood clotting, activates enzymes and stabilises cell membranes.

Carbohydrate

Along with fats and proteins, carbohydrates are one of the three energy sources found in food. Monosaccharides (simple sugar), disaccharides (double sugar) and oligosaccharides are soluble in water, while polysaccharides (like starch) are either barely or not soluble in water at all and have a neutral taste. MERA food products have no added sugar, but they do contain natural starch from plant ingredients.

Cellulose

Cellulose is a type of fibre and is an indigestible polysaccharide for the vast majority of animals. It is the main component of plant cell walls and the most common organic compound. Cellulose is essential to regulate digestion because it cannot be broken down by the body: its long-chain molecules are able to bind to large quantities of liquids. This causes them to swell up and increase the volume of food so it presses more firmly against the intestinal walls, stimulating the rhythmic movement of the intestines (peristalsis). In turn, this helps prevent constipation.

Chloride

Chloride ions are needed to form gastric acid, to control water intake and to transfer signals between cells.

Chondroitin sulphate

Chondroitin sulphate is, like glucosamine, found in the joints. It is a macromolecule that forms an important part of cartilage.

Colostrum

Colostrum (also called colostral or first milk) is the initial milk produced by mammals immediately after birth. It provides the mother's offspring with vital antibodies. Thanks to its unique combination of immunoglobulins, growth factors, antimicrobial agents, vitamins and minerals, colostrum strengthens the body's own defences in newborn animals. This immunity-boosting effect is not only limited to ruminant animals; it applies across all species and is therefore important in the healthy nutrition of cats.

Copper

Copper is a trace mineral that is involved in the formation of red blood cells and tissue and in the production of colour pigments. It also boosts the immune system and supports tissue repair and iron absorption.

Crude ash

To calculate the crude ash content, a sample is burned until its weight no longer decreases. At this point, all organic components have been burnt and the residue represents the crude ash value. This contains the minerals in the food.

Crude fibre

Crude fibre refers to the proportion of food that remains following treatment with diluted acids and alkaline solutions. The major component of the remnants is cellulose.

Energy source

In terms of nutrition, energy sources are grouped as carbohydrates, proteins and fats.

Extrusion

All of our dry food products (with the exception of the baked complete food in the **NATURE'S EFFECT** range) are manufactured using the extrusion procedure. Here, the food is steamed under high pressure at 120°C for 30 seconds. Thanks to the short period of time that the food is exposed to heat, almost all vitamins remain. Following extrusion, the croquettes are sprayed with fats and oils and, depending on the recipe, with heat-sensitive ingredients like colostrum.

Fats

Of the three energy sources, fats are the richest in energy. They are made up of a backbone of glycerine and three chemically bound fatty acids. In the body, fats are mainly found in cell membranes or are used to store energy. Fats that are in a liquid state at room temperature (20°C) are known as oils. Whether it is liquid or solid depends on the chemical composition of the relevant fatty acids. We distinguish between saturated and unsaturated (monounsaturated and polyunsaturated) fatty acids, with unsaturated fatty acids being particularly important from a nutritional perspective. However, a high volume of polyunsaturated fatty acids can cause food to become rancid more quickly. This is why antioxidants are mixed into the food. Fats can be sourced from animal and plant products. We use a variety of valuable fats and oils in MERA products such as poultry fat, salmon oil and sunflower oil.

Fibre

Most fibres are plant polysaccharides that are largely indigestible. They have various effects on the body and lots of nutritional benefits. Firstly, they bulk up the volume of food without the need for additional energy supply. Some kinds also bind large volumes of water, causing them to swell up and increase the feeling of fullness. The increased volume of the food causes it to press more firmly against the intestinal walls, stimulating the rhythmic movement of the intestines (peristalsis).

Free radicals

Free radicals are parts of molecules with a reactive electron. This means they are extremely reactive and attack the body's own molecules, which in turn become free radicals themselves. This triggers a chain reaction that can lead to countless chemically changed and no longer functional molecules within the body. In the worst-case scenario, this can lead to cancer if the DNA is attacked. Free radicals can either enter the

body from the external environment or can occur independently. Antioxidants protect the body against free radicals by serving as a binding partner for the reactive molecules.

Glucosamine

Glucosamine is a component of connective tissue, cartilage and synovial (joint) fluid. Multiple studies have shown it to have a protective effect on joints and it is used in selected MERA products together with chondroitin sulphate. Both substances are found in the New Zealand green-lipped mussel.

Gluten

Gluten is a combination of proteins that occurs in some cereals. It is gluten that gives dough its chewy texture. In cats with intolerances, certain components of gluten can cause inflammation in the intestinal mucosa. Gluten is found in wheat, rye, oats and barley. Rice and corn are gluten-free.

Immune system

The immune system is the body's own defence system. It prevents pathogens such as viruses, bacteria, fungi and parasites from entering an organism, or destroys germs that do get in. In the cellular part of blood, different types of white blood cells act to destroy pathogens at random or produce specific antibodies to fight off germs.

Inulin

Inulin is a combination of different polysaccharides. It is used by plants as a means to store energy, where it is found in bulbs. A valuable form of fibre, it promotes the formation and maintenance of healthy gut flora by nourishing „good“ bacteria that can then oust putrid bacteria (a probiotic effect).

Iodine

Iodine is primarily needed by the body for thyroid hormones. These are essential to the metabolism and to the growth of certain cells. A clear iodine deficiency can cause the thyroid not to function properly and potentially lead to reduced production of thyroid hormones.

Iron

Iron is mostly involved in the transport of oxygen to all parts of the body. It is a component of haemoglobin in red blood cells, where it binds to oxygen molecules. Furthermore, it is found in many enzymes and plays a role in the metabolism. Unlike many other minerals, iron can be stored in the body. The protein complex that undertakes this is called ferritin. Vitamin C supports the absorption of iron in the body.

Joule

The joule (J) is the standard unit for measuring energy. It replaced the previous energy unit, kilocalories (kcal). One kilocalorie corresponds to 4.184kJ.

L-carnitine

L-carnitine is a biochemical compound that plays an important role in metabolism. Together with coenzyme A, it forms a receptor for fatty acids so they can be broken down. L-carnitine is made within the body from the amino acids lysine and methionine. However, the body can only make a limited amount. So L-carnitine must also be consumed. It can be found in red meat, particularly in lamb and mutton.

Lutein

Lutein is a carotenoid and is mainly found in leafy vegetables. In the body, it is found in the eye, where its antioxidant effects can help to preserve vision.

Magnesium

In the body, around half of magnesium is found in soft tissue, and half in the skeleton. It is best known for its effect as a coenzyme or a component of enzymes. It is also essential for the transmission of signals in nerve cells and regulates electrical charges on cell membranes.

Manganese

Manganese is a versatile trace mineral that is essential for all life forms. It is a component of various enzymes that are involved in a huge range of metabolic processes. It is also involved in the production of bone tissue, cartilage, insulin and sex/thyroid hormones. Manganese is absorbed by the small intestine and can be stored in the liver, bones, kidneys and pancreas.

Mannan-oligosaccharide

Mannan oligosaccharides are a type of polysaccharide and are used in MERA products as a form of fibre and part of the immune complex. They cause germs to lump together so that they can no longer accumulate on the intestinal wall and are expelled via the digestive system. They also provide nutrients to healthy gut flora, which helps them to multiply and in turn leads to the removal of pathogenic germs.

MERA protection concept

The MERA protection concept is an holistic package to support your pet's well-being. It comprises the following:

Cell protection: vitamin C, vitamin E, beta-carotene and selenium work as antioxidants for optimum cell protection.

Regulated gut flora and digestion: prebiotic inulin is a carbohydrate that's indigestible for dogs.

It reaches the large intestine, where it is unlocked by the „good“ bacteria in the gut (lactobacillus and bifidobacterium). These bacteria are then stronger and can expel germs that cause illnesses.

Anti-smell formula: the anti-smell formula features an ingredient complex to prevent the mouth or coat from smelling. Prebiotic inulin promotes the formation and maintenance of healthy gut flora. Putrid bacteria are driven out. Yucca schidigera is able to bind ammonium and hydrogen sulphide to have an anti-bacterial effect on certain germs. Diatomaceous earth comes from the shells of fossil diatom and reabsorbs ammonium as well

as excess moisture.

SeniorPlus complex: our Senior food contains less sodium to protect against water retention. Reduced phosphorus takes the pressure off the kidneys. The quantity of vitamins is increased in order to boost cell protection. Glucosamine and chondroitin sulphate are found in the joints.

Skin and coat: natural omega-3 and omega-6 fatty acids from salmon oil, sunflower oil, linseed and zinc chelate support healthy skin and a shiny coat.

Physique: protein sources such as poultry and fish promote a strong, healthy musculature and overall healthy physique.

Immune system: beta-glucans are found in the cell walls of yeasts and are able to bind to immune system cells. In doing so, they boost their alertness and improve identification and elimination of germs that cause diseases.

Mannan oligosaccharides (MOS) block the absorption of pathogens in the cells of intestinal mucosa.

Minerals

Minerals are inorganic nutrients that the body cannot produce itself but must absorb via food. They can be divided up into trace minerals and macrominerals. Macrominerals are minerals that are needed in larger quantities. They include calcium, chlorine, potassium, magnesium, phosphorus, sulphur and sodium. Trace minerals are only needed in smaller amounts. They include cobalt, iron, fluorine, iodine, copper, manganese, molybdenum, selenium, silicon, vanadium and zinc.

Omega-3 and omega-6 fatty acids

Omega-3 and omega-6 fatty acids are unsaturated fatty acids that are important components of cell membranes and have a variety of jobs in the body. For example, they regulate blood pressure and seem to protect against inflammation. Certain omega-3 and omega-6 fatty acids compete for metabolism. So there appears to be an ideal ratio in terms of how much omega-3 and omega-6 fatty acids to consume. The ratio recommended by the German Nutrition Society (DGE) is 5:1. We therefore try to stick as close as possible to this ratio in all MERA product recipes. The fatty acids are added through the inclusion of salmon and sunflower oil, as well as linseed.

Phosphorus

Phosphorus and its chemical compounds are essential for all living organisms. It is mainly found in bone tissue (approx. 80 %) and is also part of the scaffolding of DNA and various molecules that regulate the metabolism. The attachment of phosphate residue, called phosphorylation, is a common mechanism for regulating the activity of various proteins. Bound to lipids, phosphorus is a component of every cell membrane and is also found in bone tissue. It is important to reduce the phosphorus content in food for older animals to take the strain off the kidneys.

Physiological calorific value/metabolisable energy

The physiological calorific value of a foodstuff is the amount of energy that can be made available to an organism via metabolism. This value is specified in kilojoules (kJ) or in (the outdated unit) kilocalories (kcal) per 100g.

Potassium

Potassium is one of the most important macrominerals in the body, where it regulates a large number of biochemical processes. Its jobs include forming and conducting electrical impulses in the heart, regulating cell growth, maintaining blood pressure, controlling the acid-base balance, regulating the distribution of hormones, converting carbohydrates and protein synthesis.

Protein

Proteins are molecules that comprise more than 100 amino acids. They can be thought of as the building blocks of an organism because the order the amino acids come in is coded via DNA, giving a life form its appearance. What a protein actually looks like and what characteristics it has depends on its primary structure, so the order of the individual amino acids. In total, there are 20 different amino acids in an organism, which behave like the letters in a text; in other words they result in very different information depending on the order they are in.

Provitamins

Provitamins are chemical precursors to vitamins. Examples include provitamin A (alpha-, beta- and gamma-carotene) as a precursor to vitamin A, or dexpanthenol, which can be transformed into pantothenic acid.

Salts

Salts are chemical compounds made up of positively and negatively charged ions. These are pulled towards one another and form a grid-like structure in a solid state. Usually when we talk about salt, we mean cooking salt (sodium chloride). But from a nutritional perspective, there are a whole host of other salts that are extremely important. Most minerals needed by organisms are available in foods as salts (e.g. phosphate, nitrate, iodide or magnesium, calcium, potassium, manganese, copper, zinc or ferrous (iron) salts).

Selenium

Selenium works as an antioxidant, protecting cells against attacks by free radicals. It is also a cofactor in various enzymes.

SeniorPlus complex

All MERA Senior products have reduced sodium and phosphorus content in order to help prevent water retention and take the strain off the kidneys. The quantity of vitamins is increased in order to boost cell protection. Glucosamine and chondroitin sulphate, which come from New Zealand green-lipped mussels, are components of joint tissue.

Sodium

After calcium and potassium, sodium is the third most numerous ion in the body. It is involved in the active movement of cellular matter, regulates the difference in electrical charges between the inside and outside of

cells, and controls the transfer of stimuli in nerve cells. Furthermore, it adjusts the body's water retention and impacts enzyme activity and the preservation of bone structure.

Sulphur

Sulphur and its compounds are found in all organisms, especially in certain amino acids which, among other things, form keratin. This can be found in the skin, coat and claws.

Vitamins

Vitamins are required by more complex organisms, including dogs, for a wide range of bodily functions. They must be absorbed from food because, in most cases, an organism cannot synthesise vitamins itself in sufficient quantities. We distinguish between water-soluble (e.g. vitamin C) and fat-soluble vitamins (e.g. vitamin A). An animal will require a different amount of each vitamin depending on their age, breed, gender, health level and living conditions. Our food recipes include the amount of each vitamin required to meet the daily needs of dogs in different situations.

Vitamin A

Vitamin A is a blend of critical chemical compounds (e.g. retinol, retinal and retinoic acids in humans) that perform a variety of jobs in an organism. They can be absorbed from food or be made by the body from carotenes. Retinol preserves the nerve cells and supports the formation of red blood cells and the incorporation of iron into these cells. Additionally, retinol boosts the immune system by strengthening white blood cells and increasing their numbers. Vitamin A also plays an important role in protein synthesis and fat metabolism and regulates bone formation and healing. Last but not least, vitamin A supports healthy skin and mucous membranes and protects against DNA damage in skin cells.

Vitamin B

Vitamin B is a group of eight water-soluble vitamins that are precursors to various coenzymes. They are available in both animal and plant foodstuffs..

Vitamin C

Vitamin C (ascorbic acid) is an organic acid with a variety of functions. Natural ascorbic acid is primarily found in fruit and vegetables. Ascorbic acid supports iron absorption in the small intestine and promotes the body's own defences. Vitamin C is an effective antioxidant. Unlike humans, cats are able to produce vitamin C independently.

Vitamin D

The overarching name vitamin D actually includes five different D-vitamins (vitamins D1 to D5. Vitamin D3, which is added to all MERA products, plays a key role in regulating the level of calcium in the blood and in bone generation. Vitamin D cannot just be obtained from food and food supplements; it is also pro-

duced in the skin cells with the aid of UVB radiation. It is important to be aware that dogs with thick, long coats and darker colour skin may produce less vitamin D than dogs with short coats and light skin.

Vitamin E

Vitamin E covers fat-soluble substances that have an antioxidant effect. The most common types of vitamin E are tocopherol and tocotrienol, with the latter purported to have a particularly strong antioxidant effect. By intercepting free radicals, vitamin E protects cell membranes. Vitamin E is also thought to play a role in the development of the nervous system and in regulating the functions of reproductive organs.

Vitamin K

As cofactors, K-vitamins regulate blood clotting, bone formation and cellular growth. They can be synthesised from provitamins by the body itself or consumed in food. We do not add vitamin K3 to our products.

Yucca schidigera

Yucca schidigera is a type of yucca plant and provides valuable vitamins and minerals. Thanks to their chemical properties, its saponins are able to bind to toxic or odorous substances in the intestines such as ammonium or hydrogen sulphide. This has a positive effect on intestinal flora.

Zinc

Zinc is a component of lots of enzymes and, as such, performs a variety of functions. It is responsible for certain steps in carbohydrate, fat and protein metabolism, plays a role in the building of DNA and cellular growth, is a cofactor of many hormones and stabilises the immune system.



MERA NATURE'S EFFECT

MERA pure sensitive

MERA essential

Nutritional analysis

Additives per kg

Additives per kg

Energy-content

		Wild boar & Potatoes	Duck & Potatoes	Beef & Potatoes	Junior Turkey & Rice	Senior Turkey & Rice	Turkey & Rice	Lamb & Rice	Salmon & Rice	Insect Protein	MINI Turkey & Rice	MINI Lamb & Rice	MINI Salmon & Rice	fresh meat Turkey & Potatoes	fresh meat Herring & Potatoes	fresh meat Chicken & Potatoes	fresh meat Beef & Potatoes	fresh meat MINI Turkey & Potatoes	fresh meat MINI Chicken & Potatoes	Junior1	Junior 2	Reference	Agility	Energy	Light	Senior	Active	Brocken	Brocken mini	Soft Brocken	Softdinner	Univit			
Nutritional analysis	Protein	%	23,0	24,0	25,0	26,0	22,0	22,0	22,0	18,5	22,0	24,0	23,5	20,0	23,0	24,0	34,0	34,0	24,0	34,0	29,0	24,0	22,5	25,0	29,0	25,0	22,5	23,5	21,0	22,0	22,0	24,0	21,0		
	Fat content	%	12,0	14,0	15,0	12,0	10,0	9,0	12,0	7,5	12,0	12,0	13,0	8,5	12,5	13,5	17,0	19,5	13,5	17,0	16,0	12,0	13,0	15,0	20,0	8,5	10,0	15,0	9,0	11,0	12,0	14,0	9,0		
	Crude fibre	%	3,0	2,5	3,5	2,5	2,5	2,5	2,5	2,5	3,0	2,5	2,5	2,5	2,5	2,5	3,0	2,5	2,5	3,0	2,5	2,5	3,0	2,5	2,0	6,0	2,5	2,5	2,5	2,5	2,5	2,5	2,5		
	Crude ash	%	8,5	8,0	8,0	6,8	5,8	6,6	8,0	7,0	8,0	7,0	8,2	7,0	7,2	7,2	7,0	7,5	7,0	7,0	6,5	6,5	7,0	7,0	7,5	7,0	5,5	6,8	7,0	6,0	6,8	7,0	7,0	6,0	
Additives per kg	Calcium	%	1,20	1,20	1,20	1,20	1,00	1,25	1,65	1,10	1,15	1,20	1,70	1,10	1,25	1,25	1,25	1,25	1,25	1,25	1,15	1,15	1,20	1,20	1,25	1,20	0,85	1,25	1,30	1,30	1,2	1,25	1,25	1,25	
	Phosphorus	%	0,95	0,95	0,95	0,90	0,62	0,80	0,95	0,75	0,80	0,92	1,15	0,75	0,90	0,85	1,00	1,00	1,00	1,00	0,82	0,82	0,80	0,85	0,90	0,85	0,58	0,80	0,80	0,90	0,8	0,90	0,90	0,90	
	Sodium	%	0,40	0,40	0,40	0,35	0,20	0,35	0,35	0,35	0,35	0,40	0,40	0,40	0,35	0,60	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,40	0,35	0,25	0,40	0,40	0,40	0,40	0,3	0,40	0,40	0,40	
	Potassium	%	0,60	0,73	0,66	0,56	0,60	0,60	0,58	0,58	0,60	0,62	0,62	0,62	0,78	0,96	0,79	0,68	0,84	0,82	0,54	0,48	0,6	0,58	0,6	0,54	0,54	0,62	0,58	0,58	0,58	0,49	0,58	0,58	
	Magnesium	%	0,07	0,06	0,04	0,10	0,09	0,09	0,06	0,09	0,11	0,09	0,05	0,09	0,09	0,10	0,10	0,06	0,09	0,10	0,10	0,10	0,10	0,11	0,12	0,11	0,11	0,14	0,13	0,13	0,09	0,14	0,14	0,14	
	Iron	mg/kg	150	150	150	250	250	250	250	250	200	250	250	250	250	250	250	250	250	250	250	250	250	250	250	250	250	250	250	250	200	250	250	250	
	Zinc	mg/kg	120	120	120	160	160	160	160	160	140	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	120	160	160	160	
	Copper	mg/kg	12,5	12,5	12,5	12,5	12,5	12,5	12,5	12,5	12	12,5	12,5	12,5	12,5	12,5	12,5	12,5	12,5	12,5	12,5	35	35	35	35	35	35	35	35	35	35	25	35	35	35
	Manganese	mg/kg	25	25	25	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	25	35	35	35
	Selenium	mg/kg	0,30	0,30	0,30	0,40	0,40	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35	2,10	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,33	0,33	0,33	0,30	0,33	0,33	0,33	
	Iodine	mg/kg	2,0	2,0	2,0	2,0	2,0	2,3	2,3	2,3	2,2	2,3	2,3	2,3	2,3	2,5	2,3	5,3	2,3	2,3	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	1,3	2,0	2,0	2,0	
Additives per kg	Vitamin A	IU/kg	12.000	12.000	12.000	15.000	20.000	12.000	12.000	12.000	12.000	12.000	12.000	12.000	12.000	12.000	12.000	12.000	12.000	12.000	15.000	15.000	12.000	12.000	12.000	12.000	15.000	12.000	12.000	12.000	12.000	12.000	12.000	12.000	12.000
	Vitamin D3	IU/kg	1.500	1.500	1.500	1.600	1.600	1.500	1.500	1.500	1.600	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.200	1.200	1.200	1.200	1.500	1.500	1.200	1.200	1.400	1.500	1.200	1.200	
	Vitamin E	mg/kg	250	250	250	400	400	300	300	300	300	400	400	400	300	300	300	300	300	300	300	300	200	200	200	200	300	100	100	100	100	100	100	100	
	Vitamin C	mg/kg	150	150	150	300	300	200	200	200	200	300	300	300	200	200	200	200	200	200	200	200	200	100	100	100	100	200	—	—	—	—	—	—	
	Vitamin B1	mg/kg	12	12	12	20	20	15	15	15	12	15	15	15	15	15	15	15	15	15	14	14	12	12	12	12	14	12	12	10	12	12	12	12	
	Vitamin B2	mg/kg	14	14	14	20	20	15	15	15	12	15	15	15	15	15	15	15	15	15	16	16	14	14	14	14	16	12	12	12	12	12	12	12	
	Vitamin B6	mg/kg	9	9	9	15	15	12	12	12	10	12	12	12	12	12	12	12	12	12	11	11	10	10	10	10	11	9	9	9	8	9	9		
	Vitamin B12	mg/kg	180	180	180	300	300	200	200	200	160	200	200	200	200	200	200	200	200	200	220	220	200	200	200	200	220	180	180	180	160	180	180	180	
	Niacin	mg/kg	60	60	60	50	50	45	45	45	35	45	45	45	45	45	45	45	45	45	44	44	35	35	35	35	44	35	35	35	32	35	35	35	
	Pantothenic acid	mg/kg	35	35	35	40	40	35	35	35	35	35	35	35	35	35	35	35	35	35	44	44	35	35	35	35	44	35	35	35	32	35	35	35	
	Folic acid	mg/kg	1,5	1,5	1,5	2,0	2,0	1,8	1,8	1,8	1,2	1,8	1,8	1,8	1,8	1,8	1,8	1,8	1,8	1,8	1,4	1,4	1,2	1,2	1,2	1,2	1,4	1,2	1,2	1,2	1,0	1,2	1,2	1,2	
	Biotin	mcg/kg	350	350	350	600	600	500	500	500	300	500	500	500	500	500	500	500	500	500	300	300	300	300	300	300	300	300	300	250	300	300	300		
	Choline chloride	mg/kg	2.500	2.500	2.500	3.000	3.000	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	2.500	
	Energy-content	Metabolisable energy	kJ/100g	1.505	1.570	1.560	1.545	1.515	1.485	1.520	1.465	1.485	1.540	1.540	1.485	1.545	1.550	1.645	1.690	1.555	1.635	1.550	1.545	1.605	1.705	1.375	1.515	1.600	1.475	1.520	1.355	1.580	1.485		

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