



LIONEL'S CHOICE

Holistic Nutrition

Developed by an acclaimed nutritionist and consulting veterinarian, providing a complete and balanced diet for all breeds.



Protect. Love

www.lionelschoice.com

A holistic approach to comprehensive gut support.

Good health starts with the gut, that's why our food has a hypoallergenic formula to support the development and maintenance of optimal gut health and barrier integrity.



Effective immune system

Rooibos and chestnut enriched

Natural antioxidants to support the immune system



Healthy gut

Butyrate and Chicory (prebiotic)

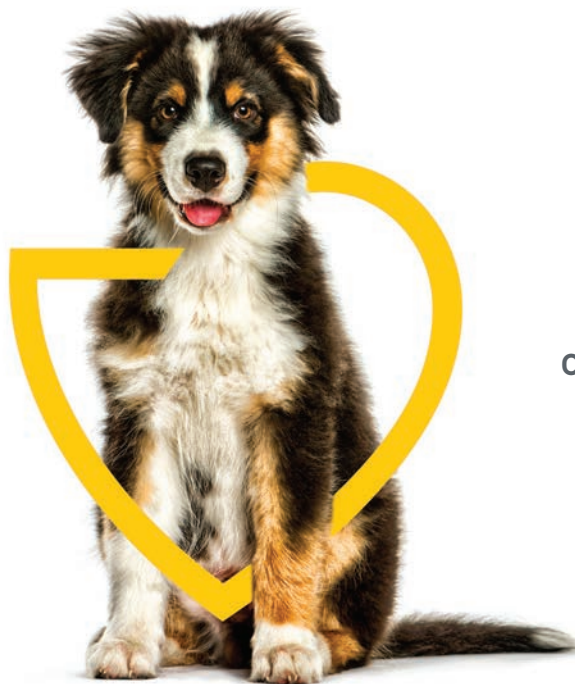
Supports gut health and digestive function



Strong dental

Calcium and phosphorus

The ideal mineral ratio helps support healthy teeth



Lean muscle

Quality animal protein

Essential amino acids to support muscle maintenance



Shiny skin and coat

Ideal Omega 6:3 ratio

Balanced fatty acids to support skin and coat health

The right choice makes a lifetime's difference.

We pride ourselves in providing your pet with a holistic balanced nutrition obtained by using the high quality ingredients it deserves.



Free from
added sugar
fish and soya protein
artificial colourants
artificial palatants



Developed for all breeds





Sizes
2.5/8/20 kg

Guaranteed nutrients (g/kg*)

Protein	280 (min)
Moisture	100 (max)
Oils and Fats	90 (min)
Fibre	40 (max)
Ash	60 (max)
Ca:P Ratio	1,1 – 2:1
Calcium	12 (min)
Phosphorous	9 (min)
Linoleic Acid	12 (min)
Omega 6:3 ratio	5 – 10:1
Vitamin A	12,000 IU (min)
Vitamin E	75 IU (min)

*Expressed on an "as fed basis"

Minerals

Iron, Copper, Manganese, Zinc, Cobalt, Selenium, Iodine, Potassium

Vitamins

Vitamin A, D3, E, K3, B1 and B2
Vitamins B6 and B12
Niacin
Calcium Pantothenate
Folic Acid
Biotin
Choline Chloride

Ingredients

Whole Ground Corn, Low Ash Poultry Meal, Prime Corn
Gluten, Rice, Canola Seed Meal, Oat Bran, Fat and Oil
Blend (Beef Tallow, Chicken Fat, Canola Oil (3), Sunflower Oil & Soybean Oil), Wheat Bran, Poultry Plasma Protein, Calcium Phosphate, Natural Palatant, Calcium Carbonate, Sodium Chloride, Potassium Carbonate, Chicory Fibre (1), Chestnut Extract (2), Rooibos (2), Butyrate (1), Approved Vitamins and Minerals

(1) with Chicory providing prebiotics along with added Butyrate helping to support gut health and digestive function

(2) with Rooibos and Chestnut Antioxidants to help maintain cellular integrity and maintain immune function in a natural way

(3) Canola Oil represents at least 20% of our blend of oils and fats to ensure the right amount of Omega 3 Fatty Acids for your dog's skin and coat health





(4) Essential amino acids provided by quality animal proteins support muscle maintenance and functioning

(5) Ideal Calcium to Phosphorous ratio along with trace minerals support healthy teeth

LIONEL'S CHOICE URBAN Puppy

A good foundation is essential

Lionel's Choice Puppy food provides the ideal balance of nutrients to aid the rapid growth in puppies. Our food is highly digestible, contains quality protein for muscle growth and energy and the correct ratio of Calcium and Phosphorus to assist in the proper formation of bones and teeth.

DAILY FEEDING GUIDELINES (weigh food for proper feeding)						
BREED	Expected Adult Weight (kg)	Age (months)				
		2	4	6	8	12
		From – To (grams/day)				
	1 – 5	20 – 70	40 – 120	40 – 130	40 – 120	40 – 120
	5 – 7.5	70 – 90	120 – 160	130 – 180	120 – 160	120 – 170
	7.5 – 10	90 – 100	160 – 200	180 – 220	160 – 200	170 – 210
	10 – 15	100 – 140	200 – 270	220 – 290	200 – 270	210 – 280
	15 – 20	140 – 180	270 – 340	290 – 350	270 – 340	280 – 350
	20 – 30	180 – 240	340 – 440	350 – 470	340 – 440	350 – 480
	30 – 40	240 – 290	440 – 540	470 – 580	440 – 540	480 – 590
	40 – 50	290 – 330	540 – 620	580 – 700	540 – 620	590 – 690
	50 – 60	330 – 350	620 – 690	700 – 810	620 – 700	690 – 780
	60 – 70	350 – 370	690 – 730	810 – 880	700 – 770	780 – 870
	70 – 80+	370 – 410	730 – 810	880 – 970	770 – 850	870 –

These guidelines are for average conditions. Your puppy's requirements may vary depending on breed, age, sex, environment and activity and level. Monitor your puppy's weight and make feeding adjustments as necessary. Do not overfeed your puppy. If there is food left over after one hour, remove it. This will help keep your puppy on schedule. Feed your puppy with the same food at the same time each day. Abrupt changes in your puppy's diet may cause stomach upset and diarrhea. When switching to a new food, gradually transition him to the new food by mixing proportions of both foods until you slowly phase out the old food. If you are mixing water with dry food, you should mix 4 parts dry food to 1 part water. Clean your puppy's food and water bowls daily. Once your puppy begins to eat solid food they should be fed three time per day. After six months, daily recommendations may be divided into two to four meals. For puppies over six months, one daily feeding should meet their needs.





Sizes
2.5/8/20 kg

Guaranteed nutrients (g/kg*)

Protein	200 (min)
Moisture	100 (max)
Oils and Fats	100 (min)
Fibre	45 (max)
Ash	60 (max)
Ca:P Ratio	1,5 – 2:1
Phosphorous	8 (min)
Linoleic Acid	15 (min)
Omega 6:3 ratio	5 – 10:1
Vitamin A	12,000 IU (min)
Vitamin E	75 IU (min)

*Expressed on an “as fed basis”

Minerals
Iron, Copper, Manganese, Zinc, Cobalt, Selenium, Iodine, Potassium

Vitamins
Vitamin A, D3, E, K3, B1 and B2
Vitamins B6 and B12
Niacin
Calcium Pantothenate
Folic Acid
Biotin
Choline Chloride





Ingredients
Whole Ground Corn, Low Ash Poultry Meal, Prime Corn Gluten, Rice, Canola Seed Meal, Fat & Oil Blend (Beef Tallow, Chicken Fat, Canola Oil (3), Sunflower Oil and Soybean Oil), Oat Bran, Wheat Bran, Poultry Plasma Protein, Calcium Carbonate, Calcium Phosphate, Natural Palatant, Potassium Carbonate, Sodium Chloride, Chicory Fibre (1), Chestnut Extract (2), Rooibos (2), Butyrate (1), Approved Vitamins and Minerals

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LIONEL'S CHOICE URBAN Adult

A wholesome life maintained

Lionel's Choice Adult food is a hypoallergenic formula, single animal protein diet (chicken) supporting gut, skin and coat health, minimising digestive upsets and allergies. It further supports joint health with Chondroitin naturally found in chicken.

DAILY FEEDING GUIDELINES (weigh food for proper feeding)					
BREED	Weight (kg)	Feeding guide based on activity level of dog (grams/day)			
		High (3-6 h/day)	Moderate (1-3 h/day)	Low (< 1 h/day)	Obese
Small 	2	80	60	50	50
	5	150	130	100	90
	10	260	210	170	150
Medium 	15	350	290	230	210
	20	430	360	290	260
	25	510	420	340	300
Large 	30	550	480	390	350
	35	580	540	440	390
	40	720	600	480	430
Giant 	60	850	710	570	510
	70	1100	920	720	660
	90	1330	1110	880	800

These recommended amounts are for average conditions. Your dog's requirements may vary according to its breed, age, size, activity and environment. Always ensure that your dog has free access to plenty of fresh, clean water.



Other food in our product range



LIONEL'S CHOICE FELINE ADULT

Support for an adventurous life

Lionel's Choice Adult cat food is rich in Omega 3 and 6 Fatty Acids for healthy skin and coat, added Taurine for healthy eyesight and proper functioning of the heart muscle and prebiotics for added digestive support.



LIONEL'S CHOICE

Holistic Nutrition

Please don't hesitate to contact us if you require more information about our food, need support and advice or where to find the closest store to you.

Protect. Love

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A Your Companion Company Brand - Supplier of Animal Healthcare Products and Lionel's Choice Comprehensive Pet Care Range

