

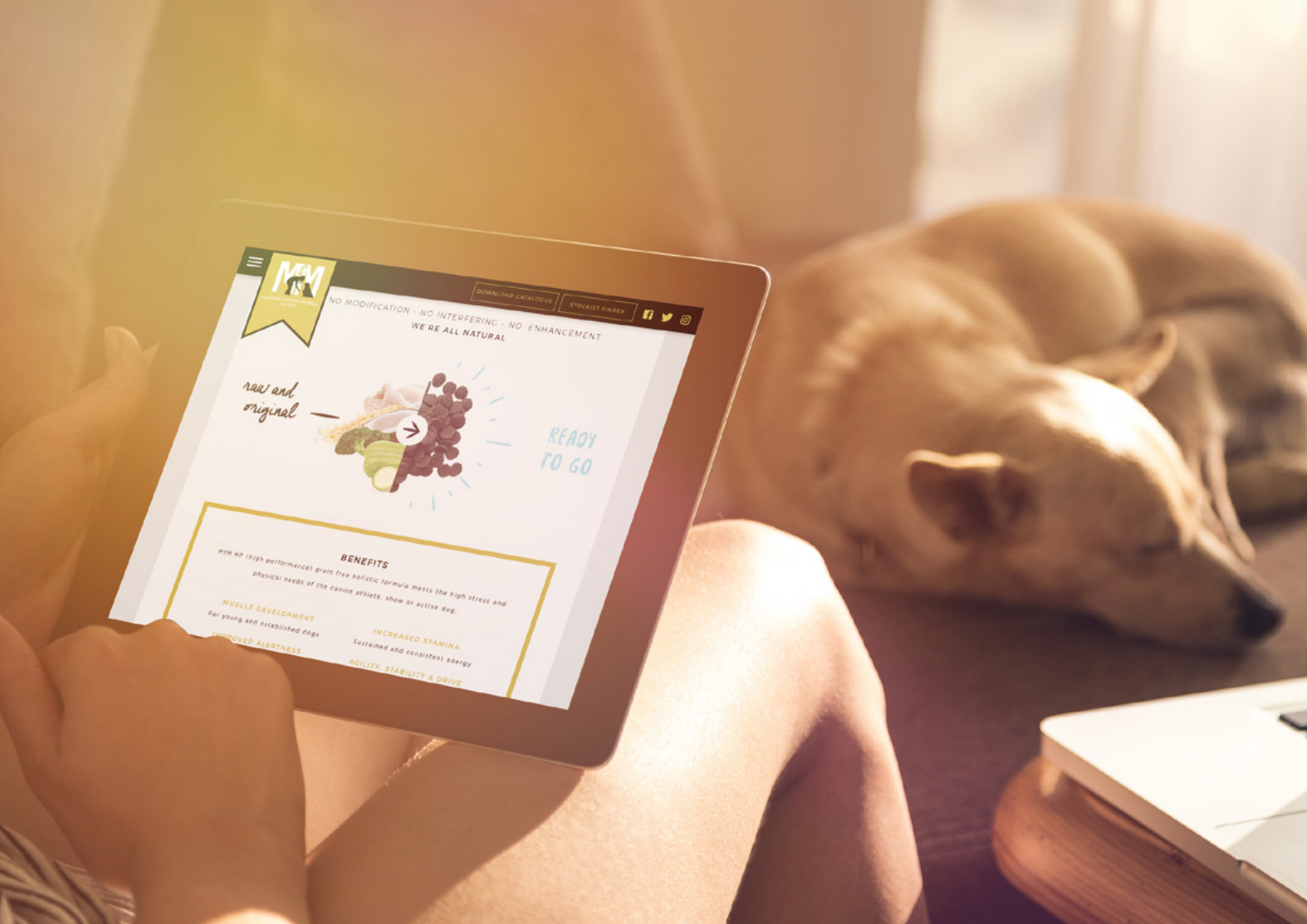


Superior Nutrition
For Pets

A GUIDE TO YOUR PET'S WELLBEING



www.MfMAustralia.com.au



SUPERIOR NUTRITION FOR PETS

MfM proudly brings you the very best premium, Australian made puppy, dog and cat food on the market.

Our passion and commitment to develop and produce nutrient-dense and balanced pet food stems from our belief that nutrition is not only a vital part of your pet's physical health but also plays a huge part in their overall wellbeing and enjoyment of life.

This wonderfully balanced holistic food is manufactured to exacting ethical standards of quality, performance, economy and safety using only the finest natural ingredients.

OUR GOAL IS TO PRODUCE FOOD THAT EXCEEDS YOUR EXPECTATIONS



PET FOOD THAT EXCEEDS EXPECTATIONS

Our mission is to provide quality pet food for owners that respect a wholesome, balanced, all-natural, hypoallergenic, grain and gluten free holistic product for their pets.

With honest, up-to-date information we are committed to helping you elevate the health, wellbeing and happiness of your family companions

Just like our products, we aim to be sustainable. That means we want to be there with you for the long haul, and we know this can't be achieved without genuinely caring for our product, our industry and our customers (yep, that's your beloved pet).

COMPLETE AND HOLISTIC CARE

Our principles are principal. We stand by an unfaltering respect for our customers, our environment and ourselves, knowing that it is a commitment to our values that makes all the difference.

OUR VISION

To make pet nutrition a cornerstone of the pet industry, as nutrition is the single largest contributor to good health and happiness.

OUR PHILOSOPHY

Nutrition is the single most important factor in the quality of your pet's life. With it, good health follows, as does the ability to be able to reproduce successfully, and recover from trauma or surgery.

OUR DIFFERENCE

We source raw materials (ingredients) and packaging from Australian farmers and manufacturers and then back our final products with rigorous testing. The difference is in the science.

QUALITY

We subject our premium Australian ingredients to rigorous quality testing using ISO approved testing procedures, whilst cooking the food using HACCP approved manufacturing procedures.

SUSTAINABILITY

From our fine collection of suppliers to our quality packaging, we go to great lengths to hold efficiency, sustainability and quality in the highest regard.

FRESHNESS

Fresh food in foil packaging ensures a good oxygen transfer rate, and by excluding the oxygen we stop any deterioration (oxidation) of the food.

FAIR TRADE

We are actively looking at ways to preserve the ethics of our industry. To do so, we opt for fair trade requirements in everything we do. Raw Australian ingredients are the cleanest and best in the world, and as Australians we believe in supporting Australia.

WHILST SOME COMPETITORS HAVE TRIED TO DUPLICATE OUR PRODUCTS,
ALL HAVE FAILED TO UNDERSTAND THE SCIENCE BEHIND OUR RESULTS

THE MfM DIFFERENCE

Our holistic approach drives us to develop all-natural products with ingredients chosen to give your pet a happier, healthier life and separate us from many other pet food companies.

Our first priority is the health and well-being of your pet. Our commitment to wholesome, natural, quality pet food is unparalleled, resulting in amazing benefits for your pet.

OUR PRODUCTS ARE NOT BASED ON WHAT IT TAKES TO SURVIVE,
BUT TO HELP YOUR PET THRIVE

EDUCATION

When it comes to pets, we have some wisdom to impart. From our team of nutritionists to pet loving bloggers, we collectively have a lot of tips. We're proud to say we know our stuff, and we'd love to share it with you.

PACKAGING

Foil = Freshness! Unlike plastic packaging, foil packaging has a zero-oxygen transfer rate, and by excluding the oxygen we stop any deterioration (oxidation) of the food.

THE GOLD STANDARD IN AUSTRALIAN HOLISTIC PET CARE



EXCEEDING
STANDARDS



LOCAL
INGREDIENTS



ALL
NATURAL



NOTHING
ARTIFICIAL



FREE FROM
FUMIGATION



NO ARTIFICIAL
COLOURS



FREE FROM
IRRADIATION



NATURALLY
PRESERVED



NO
FILLERS



BALANCED



FREE FROM
GMO



AUSTRALIAN
MADE

Developed and manufactured in
Australia, for Australian pets.

THAT'S US IN A NUTSHELL, BUT WE HOPE TO BE SO MUCH MORE; MORE THAN JUST A
PRODUCT, MORE THAN JUST YOUR AVERAGE PET FOOD COMPANY.

**DEVELOPED AND MANUFACTURED IN AUSTRALIA BY OUR IN-HOUSE
NUTRITION AND FOOD SCIENCE TEAM.**

40 years of experience in the field of performance animal nutrition shows why we are the leader in the development of hypoallergenic all-natural holistic pet food.

WE GUARANTEE YOUR PET WILL NOTICE THE DIFFERENCE

COMPLETE AND BALANCED NUTRIENT-DENSE FOOD



NUTRIENT RICH

Our specific nutrient profile provides what we believe to be the best scientifically validated diet possible.



GLUTEN FREE

In an attempt to cover all animal requirements, our products do not contain gluten.



GRAIN FREE

Helps keep pets fuller for longer resulting in eating less frequently.



ANIMAL PROTEIN

Our formulations are high in meat and fish animal proteins, so pets thrive and live long and happy lives.



HYPOALLERGENIC

To reduce allergic responses, our formulas are free of allergens such as corn, wheat, soy and dairy.



**IMMUNE
FUNCTION**

A unique blend of probiotics and strengthening nutrients to maintain a healthy immune system.



**HEALTHY SKIN
AND COATS**

A unique blend of omega 3,6 and 9 fatty acids and fish oils for healthy skin, a lustrous coat and to support metabolic processes.



**HIGHLY
DIGESTIBLE**

Optimum nutrition, balanced with energy. These natural ingredients nourish your pet resulting in smaller, firm stools.



**SUPERIOR
ABSORPTION**

Carefully balanced nutrient ratios mean pets can absorb more nutrients, which maximizes the health benefits whilst costing you less.



JOINT HEALTH

A unique blend of omega oils and essential nutrients that promote skeletal strength, joint structure and mobility.



**SUPERB
PALATABILITY**

With extensive trials and lots of happy animals, we have found that Dogs and Cats just love the taste.



**PACKED WITH
OMEGA 3, 6 & 9**

Supports the immune system, maintains hormonal systems and protects against heart disease.

A COMPLETE RANGE OF ALL-NATURAL HYPOALLERGENIC GRAIN AND GLUTEN FREE HOLISTIC
SUPER PREMIUM PET FOODS THAT ARE MADE IN AUSTRALIA FROM ONLY THE FINEST
AUSTRALIAN INGREDIENTS. THAT IS WHAT YOUR PET DESERVES

NO MODIFICATION - NO INTERFERING - NO 'ENHANCEMENT'
- WE'RE ALL NATURAL

In a world of artificial additives and synthetic non-foods, getting the most out of what your pet eats can be tricky. But there is a loud, growing movement leading the way back to fresh produce and natural products.

Now, more than ever, we are demanding ingredients in their original forms – without modification, without interference and without 'enhancement'. This means your pet experiences amazing health benefits without the hidden nasties.

EACH PRODUCT IS MADE WITH (but not limited to)
A PERFECT SELECTION OF PURE INGREDIENTS



ALFALFA



BROWN RICE
(Ground)



CHICKEN
MEAT



CHICKPEAS



COCONUT
OIL



DUCK MEAT



EGG



KANGAROO
MEAT



KELP



LAMB MEAT



MACKEREL



NATURAL
FATS



OMEGA-3



PARSLEY



RED
LENTILS



ROSEMARY



SALMON



SARDINES



SWEET
POTATO



TURMERIC



TURKEY
MEAT



SEASONAL
VEGETABLES

PLEASE NOTE:
Vegetable selection may change
due to seasonal supply. Contains natural
flavours. Preserved using natural vitamin E
and rosemary extract.

TO UNDERSTAND THE BENEFITS OF THE INGREDIENTS, AND FOR A FULL LIST OF VITAMINS AND MINERALS, VISIT OUR WEBSITE TO VIEW THE INGREDIENT DIRECTORY.

Ideal for puppies and whelping bitches, for growth and reproduction. By providing the correct nutrition throughout the pregnancy cycle and puppy months, MfM puppy formula will set the foundation for strength and mobility for years to come.

A bitch has to be properly nourished so that she can absorb and utilise the nutrients required for tissue production. If her internal organs are not functioning properly, her thyroid is damaged, her intestines inflamed, due to inadequate and improper nutrition, she will not be in the best condition to produce the healthiest puppies, and her recovery may be compromised. Deficiencies of vitally important nutrients during the formation of body structures can diminish the number of cells in those organs and tissues, and have long-term effects on the health and well-being of your pups.

“It all begins with the bitch, through to the embryo, and is carried on throughout the first year of growth.”

The growth period is a stage in life when the pup's nutrient and caloric needs are at their greatest. The only way that these needs can be met is by allowing the pup to consume a properly formulated diet, which must include ample supplies of top-quality raw ingredients, and formulated to have the correct ratios of fat, protein, vitamins and minerals, while being low in carbohydrates and gluten free.

To produce healthy puppies, protect your breeding program, and reduce your expenses, you need to feed MfM to your puppy.

The MfM puppy formula can provide the desired nutrition for your puppy or breeding program. It contains superior levels of necessary amino acids and essential fatty acids. These are the building blocks of pets' cells, and they offer essential enzymes that keep cells healthy and the digestive system functioning properly. Amino acids (protein) and essential fatty acids (fat) provide pets with vibrant energy, stemming from healthy immune and digestive systems. Through offering your pet wholesome, pure and safe proteins, your pet will enjoy a happier, healthier and prolonged life.



PUPPIES & WHELPING

Turkey
Salmon &
Sardine



TURKEY, SALMON & SARDINE

WITH VEGETABLES & COCONUT OIL

Growing dogs require omega 3,6 and 9 (DHA'S and EPA'S) for brain function, and also to assist with cardiovascular health, teeth, nails, skin and coat.

TURKEY

An alternative to common flavours, and a source of iron, zinc, potassium and phosphorus. Also a source of vitamin B6 and niacin, which are both essential for the body's energy production. Can help lower cholesterol levels. Contains the amino acid, tryptophan, which produces serotonin and plays an important role in strengthening the immune system.

SALMON

Salmon contains small bioactive protein molecules (bioactive peptides) that may provide special support for joint cartilage, insulin effectiveness, and control of inflammation in the digestive tract.

RICH
IN NUTRITION

Hypoallergenic

gluten
FREE

PACKED WITH
OMEGA 3,6+9

GMO FREE

high
IN PROTEIN

FEEDING GUIDE

Weight of Dog (Kgs)	0-3 Months (intake gms/day)	3-6 Months (intake gms/day)	6-12 Months (intake gms/day)	12 Months and over (intake gms/day)
1	60	50	40	30
2	120	100	80	60
5	210	175	140	90
10	335	295	240	135
15	475	405	335	170
20	590	505	405	200
25		595	490	230
30		675	565	260
35		740	650	280

NOTE: 1 Cup is approximately 130 grams

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 28%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 1.5%
Crude Fibre (max.): 4%	

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Puppies and whelping

SUITABLE FOR: All breeds and all ages

INGREDIENTS

Turkey Meat, Salmon and Sardine, Seasonal Vegetables, Ground Brown Rice, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Egg, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, Biotin, Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Also contains Yucca Shidigera extract and natural flavours, and is preserved using natural Vitamin E and Rosemary extract.

AVAILABLE IN

2.5kg, 9kg and 20kg



TURKEY, SALMON & SARDINE - HYPOALLERGENIC & GLUTEN FREE

28%
PROTEIN

16%
FAT



Turkey & Chicken
Large Kibble



TURKEY & CHICKEN

WITH VEGETABLES & COCONUT OIL

An excellent choice for growing puppies, boasting high protein and low-fat properties. Natural ingredients boost immunity and act as antioxidants.

TURKEY

An alternative to common flavours, and a source of iron, zinc, potassium and phosphorus. Also a source of vitamin B6 and niacin, which are both essential for the body's energy production. Can help lower cholesterol levels. Contains the amino acid tryptophan, which produces serotonin and plays an important role in strengthening the immune system.

CHICKEN

White meat is lower in kilojoules and has less fat than dark meat. Chicken meat is low-GI and can help keep insulin levels stable.

RICH IN NUTRITION
GMO FREE
PACKED WITH OMEGA 3, 6 + 9
HYPOALLERGENIC
high IN PROTEIN
gluten FREE
grain FREE

FEEDING GUIDE

Weight of Dog (Kgs)	0-3 Months (intake gms/day)	3-6 Months (intake gms/day)	6-12 Months (intake gms/day)	12 Months and over (intake gms/day)
1	60	50	40	30
2	120	100	80	60
5	210	175	140	90
10	335	295	240	135
15	475	405	335	170
20	590	505	405	200
25		595	490	230
30		675	565	260
35		740	650	280
40		805	705	305
45				325
50				350

NOTE: 1 Cup is approximately 130 grams

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 31%	Moisture: 10%
Crude Fat (min.): 18%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 1.5%

PLEASE NOTE:
Natural fats and oils are derived from turkey, our main protein source. This food does not contain any sugar (as sucrose) and is free of dairy products.

Crude Fibre (max.): 4%

31% PROTEIN
18% FAT

INGREDIENTS

Turkey Meat and Chicken, Sweet Potato, Seasonal Vegetables, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Egg, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, Biotin, Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Also contains natural flavours, and is preserved using natural vitamin E and Rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Puppies and whelping
SUITABLE FOR: All breeds and all ages

AVAILABLE IN

2.5kg, 9kg and 20kg



TURKEY & CHICKEN HYPOALLERGENIC, GRAIN FREE & GLUTEN FREE

Teacup size up to large and giant breeds, all our formulations contain the complete range of balanced essential nutrients. Of these nutrients, ten are essential amino acids from which metabolites such as I-Carnatine are derived.

If I-Carnatine needs to be added to the food for large and giant breeds, it simply means there are insufficient essential amino acids present in the diet.

MfM has proven solutions for pets that have the following problems: allergies, digestive issues, excessive shedding, hotspots, joint inflammation, anxiety, scratching/biting, weak immune system, underweight, overweight, ear infections and body odour.

Allergies in pets are caused by the suppression of the immune system, which is often caused by improper nutrition. This can usually be solved by changing to a MfM all-natural holistic diet.



DOGS

Single Meat Protein



GRAIN & GLUTEN FREE

SINGLE MEAT PROTEIN CHICKEN

WITH VEGETABLES & COCONUT OIL

White meat is lower in kilojoules and has less fat than dark meat. Chicken meat is low-GI and can help keep insulin levels stable.

Our varieties are all made with natural ingredients to ensure your dog is eating real food. The way they should be.

BENEFITS

RICH IN PROTEIN

Lean, low fat protein which contribute to muscle growth and development.

HEART HEALTH

Eating chicken controls homocysteine amino acid levels. If too high, can lead to cardiovascular disease.

BONE STRENGTH

Chicken is rich in phosphorus and will aid in fighting bone loss, Osteoporosis or arthritis.

WEIGHT MANAGEMENT

Essential mineral Selenium is involved in metabolic and thyroid performance.

PREVENTATIVE

Niacin helps guard against cancer and other forms of genetic (DNA) damage.

NATURAL ANTIDEPRESSANT

Poultry increases the serotonin amino acid levels in your brain, enhancing your mood and easing stress.

EYE HEALTH

Excellent source of retinol, alpha and beta-carotene & lycopene. All vital for healthy eyesight.

HEALTHY TISSUE

Riboflavin found in chicken livers reduce skin problems and repair dry or damaged skin.

28%
PROTEIN

16%
FAT

RICH
IN NUTRITION

Hypoallergenic

*gluten
FREE*

*grain
FREE*

PACKED WITH
OMEGA 3, 6 + 9

GMO FREE

*high
IN PROTEIN*

NO
PRESERVATIVES

INGREDIENTS

Chicken Meat, Sweet Potato, Seasonal Vegetables, Alfalfa, Natural Fats and Oils, Omega 3, 6 & 9, Coconut Oil, Turmeric, Parsley, Pre & Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, Biotin and natural preserved using vitamin E and Rosemary extract.

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 28%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 1.7%
Crude Fibre (max.): 5%	

ME: 3470 kcal/kg

PLEASE NOTE:

Natural fats and oils are derived from our main protein source of chicken. This food does not contain any sugar (as sucrose) and is free of dairy products.

SUITABLE FOR

All breeds and all ages

AVAILABLE IN

2.5kg and 14kg



FEEDING GUIDE

Weight (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

Single Meat Protein



GRAIN & GLUTEN FREE

SINGLE MEAT PROTEIN GOAT

WITH VEGETABLES & COCONUT OIL

Our Goat variety is a healthy alternative to beef and chicken because of its lower calorie, fat and cholesterol totals.

If you're looking for a leaner alternative to traditional meats, goat meat could be the answer.

INGREDIENTS

Goat Meat, Sweet Potato, Seasonal Vegetables, Alfalfa, Natural Fats and Oils, Omega 3, 6 & 9, Coconut Oil, Turmeric, Parsley, Pre & Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, Biotin and natural preserved using vitamin E and Rosemary extract.

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 27%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 1.6%
Crude Fibre (max.): 10%	

ME: 3777 kcal/kg

PLEASE NOTE:

Natural fats and oils are derived from our main protein source of goat.

This food does not contain any sugar (as sucrose) and is free of dairy products.

BENEFITS

RICH IN PROTEIN

Lean, low fat protein which contribute to muscle growth and development.

LOWERS INFLAMMATION

Can help in lowering the risk of inflammations caused in blood.

PREVENTATIVE

CLA in goat meat contains selenium and chlorine to help prevent cancer.

WEIGHT MANAGEMENT

Contains Vitamin B which is helpful in reducing fat.

IMPROVED FOCUS

Prevents anemia and help in improving blood circulation.

NATURAL ANTIDEPRESSANT

Contains Vitamin B12, which is helpful in treating stress and depression.

HEART HEALTH

Rich in essential minerals and phosphorus to support heart circulation.

BONE HEALTH

Omega-3 fatty acids and calcium is good for bone strength and joint health.

27%
PROTEIN

16%
FAT

RICH
IN NUTRITION

Hypoallergenic

*gluten
FREE*

*grain
FREE*

PACKED WITH
OMEGA 3, 6+9

GMO FREE

*high
IN PROTEIN*

NO
PRESERVATIVES

IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds and all ages

AVAILABLE IN

2.5kg and 14kg



FEEDING GUIDE

Weight (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

Single Meat Protein



GRAIN & GLUTEN FREE

SINGLE MEAT PROTEIN KANGAROO

WITH VEGETABLES & COCONUT OIL

Kangaroo is very popular for both dogs & cats offering the highest level of protein of any of the meat types.

Not only rich in omega-6 fatty acids and essential amino acids, but an excellent source of dietary zinc, iron and other minerals.

BENEFITS

STRENGTH

Kangaroo meat is naturally the leanest red meat protein and higher in protein than beef.

ENERGY

Kangaroo is among the best zinc and iron levels of any meat.

WEIGHT MANAGEMENT

Low levels of fat that are present are unsaturated fats (the good fats).

GENTLE

Ideal for dogs suffering from certain health conditions like pancreatitis, allergies or intolerances.

BONE HEALTH

Omega-3 fatty acids and calcium is good for bone strength and joint health.

PREVENTATIVE

Health-protective phytonutrient and antioxidants to strengthen the immune system.

28%
PROTEIN

16%
FAT

RICH
IN NUTRITION

Hypoallergenic

*gluten
FREE*

*grain
FREE*

PACKED WITH
OMEGA 3, 6+9

GMO FREE

*high
IN PROTEIN*

NO
PRESERVATIVES

INGREDIENTS

Kangaroo Meat, Sweet Potato, Seasonal Vegetables, Alfalfa, Natural Fats and Oils, Omega 3, 6 & 9, Coconut Oil, Turmeric, Parsley, Pre & Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, Biotin and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Preserved using vitamin E and Rosemary extract.

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 28%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 0.9%
Ash (typical): 5%	Calcium (min.): 1.7%
Crude Fibre (max.): 5%	

ME: 4000 kcal/kg

PLEASE NOTE:

Natural fats and oils are derived from our main protein source of kangaroo. This food does not contain any sugar (as sucrose) and is free of dairy products.

IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds and all ages

AVAILABLE IN

2.5kg and 14kg



FEEDING GUIDE

Weight (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

Single Meat Protein



GRAIN & GLUTEN FREE

SINGLE MEAT PROTEIN LAMB

WITH VEGETABLES & COCONUT OIL

Our Single Protein Lamb meets the gold standard in holistic pet care. No artificial preservatives or colours using all natural ingredients.

We only use pure food with no meat by-products to ensure your dog is getting exactly what it needs.

BENEFITS

QUALITY LAMB

Our lamb has been fed on pastures and not exposed to grains.

REPAIR & BUILD

Lamb is also referred to as a cooling meat and has anti-inflammatory capacities.

PREVENTATIVE

High in omega 3 and not only rich in essential amino acids to lower blood pressure.

WELLNESS

An excellent source of dietary zinc, iron and other minerals.

HIGHLY DIGESTIBLE

Very digestible and a higher quality of nutrition results in small, firm stools.

HEALTHY SKIN & COATS

Our unique blend supports maintaining healthy skin and a lustrous coat.

28%
PROTEIN

16%
FAT

RICH
IN NUTRITION

Hypoallergenic

*gluten
FREE*

*grain
FREE*

PACKED WITH
OMEGA 3, 6 + 9

GMO FREE

*high
IN PROTEIN*

NO
PRESERVATIVES

INGREDIENTS

Lamb Meat, Sweet Potato, Seasonal Vegetables, Alfalfa, Natural Fats and Oils, Omega 3, 6 & 9, Coconut Oil, Turmeric, Parsley, Pre & Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, Biotin and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Preserved using vitamin E and Rosemary extract.

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 28%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 0.9%
Ash (typical): 5%	Calcium (min.): 1.5%
Crude Fibre (max.): 5%	

ME: 3812 kcal/kg

PLEASE NOTE:

Natural fats and oils are derived from our main protein source of lamb. This food does not contain any sugar (as sucrose) and is free of dairy products.

IDEAL FOR: Dogs with allergies or sensitivities
SUITABLE FOR: All breeds and all ages

AVAILABLE IN

2.5kg and 14kg



FEEDING GUIDE

Weight (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

SINGLE MEAT PROTEIN - LAMB - GRAIN & GLUTEN FREE



Kangaroo & Lamb



KANGAROO & LAMB

WITH VEGETABLES & COCONUT OIL

Our Kangaroo & Lamb holistic formula is the gold standard in pet care. No artificial preservatives or colours and using all-natural ingredients. We only use pure food with no meat by-products which ensures that your dog is getting exactly what it needs.

KANGAROO

A very popular flavour for both dogs and cats. Kangaroo offers the highest level of protein of any of the meat types and is not only rich in omega-6 fatty acids and essential amino acids, but an excellent source of dietary zinc, iron and other minerals. It is also very digestible.

LAMB

Fed on pastures and not exposed to grain, lamb is also referred to as a cooling meat and has anti-inflammatory properties. Lamb is also high in omega-3 and is not only rich in essential amino acids, but an excellent source of dietary zinc, iron and other minerals. It is also very digestible and offers assistance in maintaining a healthy skin and coat.

INGREDIENTS

Kangaroo and Lamb Meat, Seasonal Vegetables, Ground Brown Rice, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, Biotin and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Also contains natural flavours, and is preserved using natural vitamin E and Rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds and all ages

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 21%	Moisture: 10%
Crude Fat (min.): 12%	Phosphorus (min.): 0.9%
Ash (typical): 7%	Calcium (min.): 1.4%
Crude Fibre (max.): 4%	

PLEASE NOTE:

Natural fats and oils are derived from turkey, our main protein source. This food does not contain any sugar (as sucrose) and is free of dairy products.

RICH
IN NUTRITION

PACKED WITH
OMEGA 3, 6 + 9

Hypoallergenic

GMO FREE

gluten
FREE

high
IN PROTEIN

21%
PROTEIN

12%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg and 20kg



KANGAROO & LAMB HYPOALLERGENIC & GLUTEN FREE



Duck & Turkey

DUCK & TURKEY

WITH VEGETABLES & COCONUT OIL

Grain free, hypoallergenic, holistic formula and a staple choice. With no artificial preservatives or colours, it contains only natural ingredients. We use only pure food with no meat by-products, which ensures that your dog is getting exactly what it needs.

DUCK

The nutritional value is quite surprising. This meat contains a ton of nutrients, including a vast variety of different minerals and vitamins. These minerals include phosphorous, selenium, zinc, magnesium, manganese, potassium, calcium and sodium. As for vitamins, duck meat contains niacin, riboflavin, thiamine, pantothenic acid, folate, vitamin A, vitamin E, vitamin K, as well as B group vitamins, which include B6 and B12. Duck meat is also a rich source of protein!

TURKEY

An alternative to the common flavours and perfect for pets with allergies. Offers a natural, healthy protein, with a nutrient profile similar to chicken.

INGREDIENTS

Duck and Turkey Meat, Sweet Potato, Red Lentils, Seasonal Vegetables, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folic acid, Biotin and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Also contains natural flavours, and is preserved using natural vitamin E and Rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds and all ages

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 30%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 0.8%
Ash (typical): 6%	Calcium (min.): 1.2%
Crude Fibre (max.): 4.5%	

PLEASE NOTE:
Natural fats and oils are derived from turkey, our main protein source. This food does not contain any sugar (as sucrose) and is free of dairy products.

RICH
IN NUTRITION

Hypoallergenic

gluten
FREE

GMO
FREE

PACKED WITH
OMEGA 3, 6 + 9

high
IN PROTEIN

grain
FREE

30%
PROTEIN

16%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg and 20kg



DUCK & TURKEY HYPOALLERGENIC, GRAIN FREE & GLUTEN FREE



Salmon & Sardine

SALMON & SARDINE

WITH VEGETABLES & COCONUT OIL

Exceptional levels of omega 3, 6 and 9 (DHAs and EPAs) is excellent for your dog's brain function and may also assist with cardiovascular health, teeth, nails, skin and coat. Also contains natural anti-inflammatory properties.

CHICKPEAS

Chickpeas are low-glycemic legumes that are a great source of protein, folic acid, fibre and the essential amino acid, lysine. Folic acid is very important for cardiovascular health and is needed for energy production. Fibre supports proper digestion. Lysine is vital for many body functions, including growth and maintenance of tissues and muscle mass.

OMEGA-3 FATTY ACID-DHA (docosahexaenoic acid)

The most important omega-3 fatty acid and plays a major role in the functioning of the immune system, and the maintenance of all hormonal systems in the body. DHA is important for visual, brain and nervous system development.

INGREDIENTS

Salmon and Sardine, Chickpeas, Seasonal Vegetables, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, Biotin and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Also contains natural flavours, and is preserved using natural vitamin E and Rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds and all ages

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 30%	Moisture: 10%
Crude Fat (min.): 18%	Phosphorus (min.): 1%
Ash (typical): 6%	Calcium (min.): 1.8%
Crude Fibre (max.): 4%	

PLEASE NOTE:

Natural fats and oils are derived from turkey, our main protein source. This food does not contain any sugar (as sucrose) and is free of dairy products.

RICH
IN NUTRITION

Hypoallergenic

gluten
FREE

GMO
FREE

PACKED WITH
OMEGA 3, 6+9

high
IN PROTEIN

grain
FREE

30%
PROTEIN

18%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg and 20kg



SALMON & SARDINE HYPOALLERGENIC, GRAIN FREE & GLUTEN FREE



Salmon & Sardine



SALMON & SARDINE

WITH VEGETABLES & COCONUT OIL

Our Salmon & Sardine holistic formula is the perfect option for improving your pet's overall well-being. High in omega-3 fatty acids with no artificial preservatives or colours and using all-natural ingredients. We only use pure food with no meat by-products, which ensures that your dog is getting exactly what it needs.

SALMON & SARDINE

With exceptional levels of omega 3, 6 and 9 (DHAs and EPAs), excellent for your dog's brain function and may also assist with cardiovascular health, teeth, nails, skin and coat and contains natural anti-inflammatory properties.

OMEGA 3 FATTY ACIDS

Plays a major role in the functioning of the immune system and the maintenance of all hormonal systems in the body. Protects against heart disease and progressive retinal atrophy. Also supports brain development in the womb. These are just a few of the many benefits when these critical fats are included in our pets' diets.

INGREDIENTS

Salmon and Sardine, Seasonal Vegetables, Ground Brown Rice, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folic acid, Biotin and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Also contains natural flavours, and is preserved using natural vitamin E and Rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds and all ages

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 20%	Moisture: 10%
Crude Fat (min.): 10%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 2%
Crude Fibre (max.): 4%	

PLEASE NOTE:
Natural fats and oils are derived from turkey, our main protein source. This food does not contain any sugar (as sucrose) and is free of dairy products.

RICH
IN NUTRITION

PACKED WITH
OMEGA 3, 6 + 9

Hypoallergenic

GMO FREE

gluten
FREE

high
IN PROTEIN

20%
PROTEIN

10%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg and 20kg



SALMON & SARDINE HYPOALLERGENIC & GLUTEN FREE



SALMON & SARDINE (Large Kibble)

WITH VEGETABLES & COCONUT OIL

Our Salmon & Sardine holistic formula is the perfect option for improving your pet's overall well-being. High in omega-3 fatty acids with no artificial preservatives or colours, using all-natural ingredients. We only use pure food with no meat by-products, which ensures that your dog is getting exactly what it needs.

SALMON & SARDINE

With exceptional levels of omega 3, 6 and 9 (DHAs and EPAs) this food is excellent for your dog's brain function, and may also assist with cardiovascular health, teeth, nails, skin and coat. Also contains natural anti-inflammatory properties.

OMEGA-3 FATTY ACIDS

Play a major role in the functioning of the immune system and the maintenance of all hormonal systems in the body. Protects against heart disease, progressive retinal atrophy and supports brain development in the womb – just a few of the many benefits seen when these critical fats are included in our pets' diets.

INGREDIENTS

Salmon and Sardine, Seasonal Vegetables, Ground Brown Rice, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folic acid, Biotin and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Also contains natural flavours, and is preserved using natural vitamin E and Rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds & all ages

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 20%	Moisture: 10%
Crude Fat (min.): 10%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 2%

Crude Fibre (max.): 4%

PLEASE NOTE:

Natural fats and oils are derived from turkey, our main protein source. This food does not contain any sugar (as sucrose) and is free of dairy products.

RICH
IN NUTRITION

Hypoallergenic

gluten
FREE

PACKED WITH
OMEGA 3, 6 + 9

GMO FREE

high
IN PROTEIN

20%
PROTEIN

10%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

9kg and 20kg





TURKEY HP (High Performance)

WITH VEGETABLES & COCONUT OIL

The ultimate in performance nutrition. MfM has scientifically developed the new HP (High Performance) grain-free holistic formula using key nutrients to support health and well-being of your canine athlete, whilst delivering real results in all areas of performance, safety and effectiveness.

THE SECRET IS OUR SCIENCE

The proprietary amino acid blend of BCAAs (branched chain amino acids), glutamine and creatine in the correct ratios to enhance the performance and recovery of your canine athlete. Many years developing the synergy of amino acids makes this formula work so well. This exact combination of vital nutrients elevates this product to a league of its own.

TURKEY

A delicious alternative to the common flavours, and perfect for pets with allergies. Offers a natural, healthy protein, with a nutrient profile similar to chicken.

SUITABLE FOR

Athletic dogs competing in agility, tracking, working, show, flyball, racing, schutzhund, obedience, sled and dock dogs. Even the active family pet.

INGREDIENTS

Turkey Meat, Chickpeas, Seasonal Vegetables, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Egg, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, Biotin and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Also contains natural flavours, and is preserved using natural vitamin E and Rosemary extract.

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 32%	Moisture: 10%
Crude Fat (min.): 20%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 2%
Crude Fibre (max.): 4%	

PLEASE NOTE:
Natural fats and oils are derived from turkey, our main protein source.
This food does not contain any sugar (as sucrose) and is free of dairy products.

RICH IN NUTRITION Hypoallergenic gluten FREE
GMO FREE PACKED WITH OMEGA 3, 6 + 9 high IN PROTEIN grain FREE

32%
PROTEIN

20%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg and 20kg



TURKEY HP - HIGH PERFORMANCE - GLUTEN FREE & GRAIN FREE



TURKEY & LAMB (Lite)

WITH VEGETABLES & COCONUT OIL

Our low-calorie content formula is the perfect choice for those pets that have been treated a little too often in the past. This formulation will get your dog back on track towards a healthy weight while still setting the gold standard in pet care. No artificial preservatives or colours, using all-natural ingredients.

TURKEY

Is an alternative to the common flavours, and perfect for animals with allergies. Turkey offers a natural, healthy protein, with a nutrient profile similar to chicken.

LAMB

Fed on pastures and not exposed to grains, lamb is also referred to as a cooling meat and has anti-inflammatory properties. Lamb is also high in omega-3 and is not only rich in essential amino acids, but is also an excellent source of dietary zinc, iron and other minerals. It is also very digestible and offers assistance in maintaining a healthy skin and coat.

INGREDIENTS

Turkey and Lamb Meat, Seasonal Vegetables, Ground Brown Rice, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, Biotin and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Also contains natural flavours, and is preserved using natural vitamin E and Rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Overweight dogs

SUITABLE FOR: All breeds and all ages

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 21%	Moisture: 10%
Crude Fat (min.): 9%	Phosphorus (min.): 0.8%
Ash (typical): 7%	Calcium (min.): 1.3%
Crude Fibre (max.): 8%	

PLEASE NOTE:
Natural fats and oils are derived from turkey, our main protein source.
This food does not contain any sugar (as sucrose) and is free of dairy products.

**RICH
IN NUTRITION**

**PACKED WITH
OMEGA 3, 6 + 9**

Hypoallergenic

GMO FREE

*gluten
FREE*

*high
IN PROTEIN*

**21%
PROTEIN**

**9%
FAT**

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	60
10	100
15	120
20	140
30	180
35	190
40	200
50	240

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg and 20kg



TURKEY & LAMB (Lite) HYPALLERGENIC & GLUTEN FREE

Ideal for kittens up to adult and including exotic breeds, all our formulations contain the complete range of balanced essential nutrients.

MfM has proven solutions for cats with the following problems: allergies, digestive issues, excessive shedding, hot spots, joint inflammation, anxiety, scratching/biting, weak immune system, underweight, overweight, ear infections and body odour.

Allergies in cats are caused by suppression of the immune system, which is often caused by improper nutrition. This can usually be solved by changing to an MfM all-natural hypoallergenic, super premium, holistic grain and gluten free diet.



CATS



MACKEREL & SALMON

WITH COCONUT OIL

For all ages, a grain free and hypoallergenic holistic formulation to support the health and well-being of your beloved cat, MfM features only the finest natural ingredients to help reduce hairball formation.

MACKEREL

Mackerel fish are rich in omega-3 fatty acids, and also have high levels of vitamin B12. They contain minerals such as selenium, copper, phosphorus, magnesium and iron. There are also smaller amounts of vitamin A, potassium, zinc and sodium.

SALMON

Exceptional levels of omega 3, 6 and 9 (DHAs and EPAs), excellent for your cat's brain function and may also assist with cardiovascular health, teeth, nails, skin and coat. Also contains natural anti-inflammatory properties.

INGREDIENTS

Mackerel and Salmon, Sweet Potato, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C,D3, E, K, B1, B2, B6, B12, Niacin, Taurine, Pantothenic Acid, Folicin, Biotin and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Selenium, Manganese and Iodine. Also contains natural flavours, and is preserved using natural vitamin E and Rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Cats with allergies or sensitivities

SUITABLE FOR: All breeds and all ages

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 32%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 1%
Ash (typical): 8%	Calcium (min.): 1.8%
Crude Fibre (max.): 4%	

PLEASE NOTE:
Natural fats and oils are derived from mackerel and salmon, our main protein source.
This food does not contain any sugar (as sucrose) and is free of dairy products.

32%
PROTEIN

16%
FAT

FEEDING GUIDE

Weight of Cat (Kgs)	Intake (gms/day)
1	30
3	65
4	100
5	130
10	170

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg and 20kg



RICH
IN NUTRITION

Hypoallergenic

gluten
FREE

GMO
FREE

PACKED WITH
OMEGA 3, 6+9

high
IN PROTEIN

grain
FREE

MACKEREL & SALMON HYPOALLERGENIC, GRAIN FREE & GLUTEN FREE



Kangaroo & Turkey

KANGAROO & TURKEY

WITH COCONUT OIL

A gluten free and hypoallergenic holistic formulation to support the health and well-being of your cat, MfM features only the finest natural ingredients. We only use pure food with no meat by-products, which ensures that your cat is getting exactly what it needs.

KANGAROO

Offers the highest level of protein of any of the meat types and is not only rich in omega-6 fatty acids and essential amino acids, but also an excellent source of dietary zinc, iron and other minerals. It is also very digestible.

TURKEY

An alternative to the common flavours and perfect for cats with allergies. Turkey offers a natural, healthy protein, with a nutrient profile similar to chicken.

RICH
IN NUTRITION

PACKED WITH
OMEGA 3, 6 + 9

Hypoallergenic

gluten
FREE

GMO FREE

high
IN PROTEIN

INGREDIENTS

Kangaroo and Turkey Meat, Ground Brown Rice, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Taurine, Pantothenic Acid, Folic Acid, Biotin, and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Selenium, Manganese and Iodine. Also contains natural flavours, and is preserved using natural vitamin E and Rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Cats with allergies or sensitivities

SUITABLE FOR: All breeds and all ages

URINARY TRACT HEALTH

Some cats (particularly males) are susceptible to urinary crystal build-up, which can block and lacerate the urinary tract. This painful and debilitating disease can be overcome by maintaining both a low urinary PH by ensuring correct mineral levels (particularly magnesium) and a plentiful supply of sulphur amino acids.

CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 30%	Moisture: 10%
Crude Fat (min.): 17%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 2%
Crude Fibre (max.): 3%	

PLEASE NOTE:
Natural fats and oils are derived from turkey, our main protein source.
This food does not contain any sugar (as sucrose) and is free of dairy products.

30%
PROTEIN

17%
FAT

FEEDING GUIDE

Weight of Cat (Kgs)	Intake (gms/day)
1	30
3	65
4	100
5	130
10	170

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg and 20kg



KANGAROO & TURKEY HYPOALLERGENIC & GLUTEN FREE



GROOMING

NATURAL ORGANIC GROOMING PRODUCTS

A unique blend of milk, honey and coconut, is specially formulated to penetrate the hair shaft to restore shine while strengthening and hydrating fur. When using MfM you can be sure that you have chosen a 100% natural product that is:

- pH balanced
- Soap-Free
- 100% Biodegradable 100% Recyclable
- 8 Certified Organic Extracts
- Antioxidants
- Not Tested on Animals
- No Sulphates, Parabens or Dyes
- No Synthetic chemicals or fragrances

SUITABLE FOR: All breeds and all ages
IDEAL FOR: Dogs with allergies or sensitivities

SHAMPOO

WITH MILK, HONEY
& COCONUT

This unique formula has the added benefits of 8 certified organic extracts, 100% pure therapeutic-grade essential oils, vitamin B-12 and vitamin E to relieve your pet from sensitive or irritated skin.

VOLUME
250ml



CONDITIONER

WITH MILK, HONEY
& COCONUT

This unique formula has the added benefits of 10 certified organic extracts, 100% pure therapeutic grade essential oils, vitamin B-12 and vitamin E to relieve your pet from sensitive or irritated skin.

VOLUME
250ml



DETANGLER & SHINE

GROOMING SPRAY IDEAL FOR DOGS
WITH ALLERGIES OR SENSITIVITIES

To penetrate and sweetly soften hair shafts to restore shine while detangling, deodorising and hydrating your pet's fur, making it softer and helping to remove tangles and knobs for easy grooming.

This unique formula has the added benefits of 9 certified organic extracts, 100% pure therapeutic grade essential oils, vitamin B-12 and vitamin E to relieve your pet from sensitive or irritated skin.

VOLUME
100ml





INTESTINAL HEALTH PLUS

IHP intestinal health plus is a concentrated water-soluble blend of live microbes that benefit the host animal by improving the intestinal balance.

Everyday use helps maintain a balanced digestive system, thus optimising digestion and enhancing the animal's health.

ACTIVE CONSTITUENTS

90 million CFU/g as *Lactobacillus acidophilus*, *L. delbreueckii* subspecies *bulgaricus*, *L. plantarum*, *L. rhamnosus*, *Bi do bacterium bi dum*, *Enterococcus faecium*, *Streptococcus salivarius* subspecies *thermophilus*.

INDICATIONS OF USE

Aids during periods of intestinal dysfunction, including treatment and control of scouring and diarrhoea, exclusion and suppression of pathogens such as *E. coli salmonella* and *Aeromonas ssp*. Post antibiotic therapy for the re-establishment of gut microflora following antibiotic use. Aids in the establishment of gastrointestinal microflora in puppies, kittens and other physiologically immature animals. IHP intestinal health plus may be used during periods of extreme stress, e.g., overcrowding, diarrhoea I, temperature extremes, transportation, training, medication and following surgery.

DIRECTIONS

Constraints: IHP should not be used in conjunction with antibiotics, but may be used immediately following antibiotics. Use at stress level for the first five days then at maintenance dose level. During stressful situations the maintenance dose may be doubled for as long as required. Mix with water, milk or milk replacer, or with food. Prepared solutions should be consumed within 24 hours.

DOSAGE

SPECIES	DOSE PER DAY	
	STRESS	MAINTENANCE
DOGS	2-6g (Small 2g, Medium 4g, Large 6g)	1-3g
CATS	2g	1g
KITTENS & PUPPIES	2g	1g

Enclosed level spoon holds approx 4gms



PURELY PRESSED OMEGA 3,6 & 9 OIL

A blend of natural cold pressed walnut, flax and fish oil. Provided a pure, natural source of omega 3, 6 and 9 essential fatty acids, combined with fat soluble vitamins A, D and E, that may assist with:

- Energy
- Inflammation
- Mobility
- Muscle maintenance
- Healthy skin and coat
- Cell structure and function
- Increased immune system
- Nerve function
- Blood circulation

INGREDIENTS

Fish oil, Cold-pressed Walnut oil, Cold-pressed Flax oil, Lecithin, Natural Vitamin E.

DIRECTIONS

Shake well before use and pour oil over daily meal.

DAILY DOSAGE

Small dog/cat: 0.5 tablespoon
Medium dog/cat: 1 tablespoon
Large dog/cat: 1.5 tablespoon



A photograph of a white dog, possibly a German Shepherd, looking up at a bag of treats held by a person wearing a pink skirt. The scene is outdoors, with trees and a building in the background. The word "TREATS" is written in large, bold, white letters across the bottom of the image.

TREATS

ROO DISCS

DOG TREATS

Your dog or cat will love our Roo Disc treats. This natural product is made with 100% roo meat in its purest form.

- No preservatives or additives
- Naturally dehydrated
- High in essential vitamins and minerals
- Great for training purposes
- Hypoallergenic
- Great for dogs & cats

INGREDIENTS

100% Roo Meat

NUTRITIONAL INFORMATION

Crude Protein (min.)	24.6g
Crude Fat (min.)	2g
Carbohydrate	1.5g

DIRECTIONS

Treat your pet as you wish.
12-month shelf life.

SIZE

200gms



GREEN TRIPE

This natural product boasts amazing amounts of enzymes, good bacteria and nutrients, contributing to a well-rounded diet.

- No preservatives or additives
- Supports a healthy digestive system
- Enhances the immune system
- Naturally dehydrated
- Rejuvenates older dogs
- Maintains a healthy balance of microflorara

GREEN TRIPE

DOG TREATS

INGREDIENTS

100% Green Tripe

NUTRITIONAL INFORMATION

Crude Protein (min.)	18.6g
Crude Fat (min.)	11.7g
Carbohydrate	2.8g

DIRECTIONS

Treat your pet as you wish.
12-month shelf life.

SIZE

200gms



GREEN TRIPE POWDER

MEAL TOPPER

INGREDIENTS

100% Green Tripe

NUTRITIONAL INFORMATION

Crude Protein (min.)	18.6g
Crude Fat (min.)	11.7g
Carbohydrate	2.8g

DIRECTIONS

Treat your pet as you wish.
12-month shelf life.

SIZE

180gms





The MfM Difference

MfM HAVE PROVEN SOLUTIONS

Many factors impact the overall health and well-being of your pets, and proper nutrition is a huge component. Poor-quality food can affect the entire body in numerous ways, such as conditions like biting and chewing paws, dry skin, chronic ear infections, hot spots, rashes, food allergies, gastrointestinal distress, and sore or stiff joints.

Severe diseases such as diabetes, obesity, arthritis, pancreatitis, cancer and FLUTD (feline lower urinary tract disease) are all linked to incorrect nutrition.

The Low Nutrition Diet Cycle A diet with low nutritional value impacts various areas of a pet's internal body structure in the same way that humans would be affected. Healthy organs responsible for elimination of toxins (skin, liver, kidneys) become compromised. As toxins build up, healthy cells take in fewer nutrients and begin to weaken. Other organs become overburdened, including the skeletal system (creating joint inflammation) and nervous system (affecting brain function and mood).

Unhealthy cells affect the strength of the immune system, making the pet more susceptible to disease or illness. Primarily, allergies are an indication of an impaired immune system, which means the treatment must be a "lifestyle" approach, rather than searching for a select few ingredients the dog/cat can eat without breaking out and chewing itself half to death. Things that impair the immune system are artificial preservatives, flavours, colours, various chemical treatments, manufactured treats and, most commonly, poorly

balanced diets or diets formulated containing poor ingredients. Add to this the natural pollutants in the environment, and you have a confusing array of issues to confront.

Another factor relates to genetics; some dogs are born with a robust immune system, whereas some are born with a weak immune system.

NOW IS THE TIME TO UPGRADE TO MfM

For chronic allergy conditions we suggest:

1. Feed your pet with MfM, a hypoallergenic all-natural holistic formulation.
2. Treat any itchy spot with an iodine-based topical liquid.
3. Drastically limit the number of snacks or treats, and only feed natural dried animal products that are not preserved or coloured.
4. Never use combination pour-on parasite treatments or all-in-one chews for parasite control.
5. Wash your dog's feet after each walk, particularly if the feet are irritated, and they spend time licking them.
6. Consider using a probiotic supplement or topical spray such as Cortavance (a cortisone spray rather than tablets) for really bad skin outbreaks. This would have to be procured from your vet under prescription. Try to steer clear of cortisone, if possible.

Somewhere in the descriptions above you will find a combination of treatments that allow a degree of stability in your pet's world. Once you achieve a status quo, stick with it and don't worry about why it works...

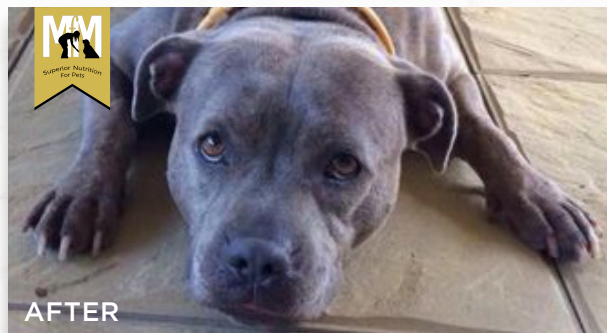
Just be thankful that it does!

ARRAYAH'S STORY

A new lease of life...

Arrayah was rescued by the amazing team at Animal Rescue, QLD, Mackay in the condition seen in the first three images. She had severe mange and a secondary skin infection. The last image is Arrayah today – she's such a beautiful girl.

We are proud of what we, as an Australian company, can manufacture and formulate a truly hypoallergenic and all-natural, organic product. Our best interest is the well-being of your pets, and the proof is in the results.



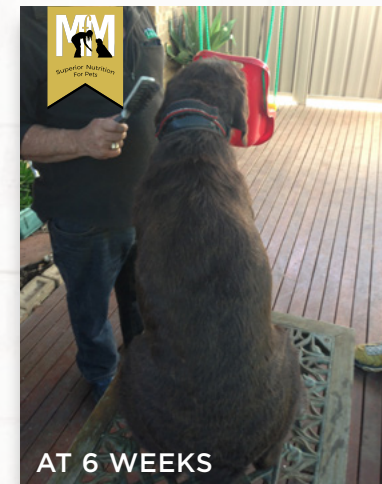
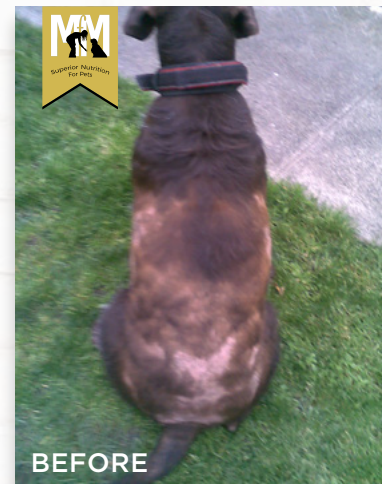
BINDI'S STORY

A new lease of life...

Bindi is also one of the more severe cases we have come across.

Bindi went through a 6-month ordeal of vet visits. Her diet was changed up to a dozen times, from vet-prescribed food to pet shop super-premium food, as well as cortisone and steroid injections, and to top it off, hormone tablets. Her situation went from bad to worse – until her owner came across a Meals for Mutts brochure and contacted us to see if we could help.

Now, after six weeks on a Meals for Mutts diet, Bindi is coming along beautifully and has a new lease of life.



VISIT OUR BLOG

While our focus is to provide superior nutrition for your pets we also have some knowledge and wisdom to share with you.

Visit our blog to learn from our pet-specific content that will help you and your pet live an enriched life.

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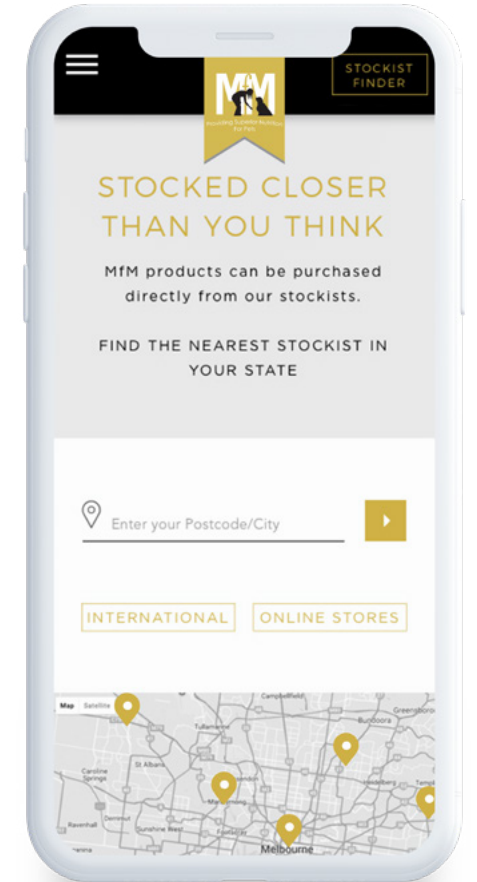
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With every bag purchased, MfM will donate a bowl of food to an Australian rescue group.

1 BAG = 1 BOWL

BOWLS OF
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Since May
2019



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Our goal is to improve the health and well-being of as many pets as we can. To do this, we need our products to be available from as many stockists possible.

We also need individuals and businesses to actively promote our products.

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#whennutritionmatters #mfmaustralia

WE WANT PEOPLE THAT BELIEVE IN OUR
PRODUCTS AS MUCH AS WE DO.





We would like to thank each and every MfM customer for your continued support and trust in our company and products. We encourage all current and future customers to contact us directly with your questions and feedback regarding our company and the products that we proudly produce.

All of us here at MfM understand the care and concern that you, as pet parents, have for your beloved animals. We are committed to helping you elevate the health, well-being and happiness of each and every one of your family companions.

Thank you again for your continued support!

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