

Product Guide

Mark+
Chappell

Health for Pets



Mark+ Chappell

Health for Pets

Welcome...

Mark + Chappell was founded over 30 years ago in 1987 by Frank Gannon to meet a growing demand for high quality pet healthcare solutions, without the need for veterinarian intervention. From an original range of three products, our portfolio has expanded to provide pets with premium healthcare remedies covering hygiene & grooming, joint care, dental care, food supplements, behavioural aids and lawn care as well as our patented range of cream-filled healthy treats.

Since our very inception, a pet's wellbeing has been at the heart of everything we do. Our team of dedicated professionals, with their extensive experience and understanding of companion animals, ensures that we provide the optimum solution for managing a pet's healthcare through their evolving life stages.

All our products are formulated and manufactured to provide functionality and ease-of-administration.

Our appreciation of the difficulties pet owners experience when administering tablets and paste-based solutions led us to develop our "Healthy Treats" range which comprise of a dry outer shell with a cream-filled centre containing health-functional ingredients, giving a simple, no fuss, no mess, no waste way to treat common health issues.

Today, over 30 years' later, Mark + Chappell continues its mission to offer progressive and innovative solutions, to help enhance the quality of a pet's life and enrich the special relationships between owners and their pets.



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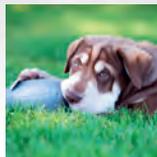
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**Tasty
Treats**

“Excellent product and just right to keep my dog calm from fireworks and stressful situations...”

“Our dog is a ‘pre-loved pet’ and came with lots of issues; barking, nipping, territorial aggression, fear of bright colours and much more. We’d all but despaired of finding a remedy, we’ve tried everything! These **Serene-UM Calm Drops** are really good; we give it to him with his food and in his drinking water, the effect is almost immediate. He is now much calmer and definitely happier.

I would highly recommend this product!”

SERENE-UM



The Wookey Witch - Amazon Customer





Behaviour Aids

Recommended by Veterinarians

SERENE-UM®

the natural solution to help relieve stress & anxiety in pets

- + Home Alone
- + Hyperactivity
- + Fireworks & Thunderstorms
- + Travel Anxiety

VetIQ Serene-UM® is a natural dietary supplement containing a specially formulated blend of essential amino acids, vitamins and minerals and has been recommended by veterinarians to help reduce tension and stress in pets, without having a sedative effect.

Serene-UM® is the first step toward a more contented pet. It works by controlling the underlying emotional state to calm your pet, so that behaviour learned from a stressful situation can be corrected through retraining. In essence, **Serene-UM®** helps in the management of the cause of anxiety.



The key active ingredient is L-tryptophan, a naturally occurring amino acid found in many plants and foods. When the body absorbs L-tryptophan, it increases the level of serotonin which is produced naturally by animals from nutrients in their diet. Serotonin is responsible for the feelings of happiness, relaxation and wellbeing. Serotonin can aid some cognitive functions, including memory and learning, so with regular use it can help your pet relearn to cope with many stressful situations & noise phobias. In many cases, simply adding **Serene-UM®** to the animal's daily diet can show a significant change in their behaviour.



Just relaxes
non Sedating



Helps Reduce
Anxiety



Helps Improve
Concentration



Supports
Calm Behaviour

SERENE-UM®

CALMING TABLETS



Directions for Use:

Animal Type	Weight Range	Recommended Amounts
Cats	Up to 2.5kg	¼ tablet twice daily
	2.5 - 5kg	½ tablet twice daily
Dogs	Up to 5kg	½ tablet twice daily
	5 - 10kg	1 tablet twice daily
	10 - 20kg	2 tablets twice daily

Composition: Calcium Carbonate, Magnesium Stearate, Magnesium Sulphate

Additives per Kg: Emulsifiers, Flavouring, L-Tryptophan 54,550 mg, Vitamin B3 27,300 mg, Taurine 18,200 mg, Vitamin B6 18,200 mg, Vitamin D 180,000 IU, Zinc (as sulphate) 240 mg, Selenium (as selenite) 0.9 mg.

Analytical Constituents: Crude Protein 11.7%, Crude Fibre 0.5%, Crude Oils & Fats 5.4%, Ash 55.5%, Moisture 3.3%.

Ingredients: Microcrystalline Cellulose, Calcium Carbonate, Acacia Gum, Magnesium Stearate, L-Tryptophan, Vitamin B3, Taurine, Vitamin B6, Natural Flavouring, Vitamin D, Magnesium Sulphate, Zinc (as sulphate), Selenium (as selenite).

Guaranteed Analysis: Crude Protein (min.) 11.3 %, Crude Fat (min.) 5.0 %, Crude Fibre (max.) 2.3 %, Moisture (max.) 3.7 %, Ash (max.) 57.6 %

Size: 30 & 120 Tablets

Storage Conditions:

Store in a cool, dry place,
away from direct sunlight.



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SERENE-UM[®] Xtra

CALMING TABLETS



Directions for Use:

Animal Type	Weight Range	Recommended Amounts
Dogs	20kg	1 tablet twice daily
	20 - 40kg	2 tablets twice daily
	40 - 60kg	3 tablets twice daily

Composition: Calcium Carbonate, Magnesium Stearate, Magnesium Sulphate.

Additives per Kg: Emulsifiers, Flavouring, Vitamin B3 81,500 mg, L-Tryptophan 76,900 mg, Vitamin B6 30,700 mg, Taurine 23,000 mg, Vitamin D 150,000 IU, Vitamin E 1,500 mg, Zinc (as Sulphate) 209 mg, Selenite (as Sodium) 0.9 mg.

Analytical Constituents: Crude Protein 19.9%, Crude Fibre 0.4%, Crude Oils & Fats 6.2%, Ash 50.3% Moisture 5.3%.

Ingredients: Microcrystalline Cellulose, Vitamin B3, L-Tryptophan, Calcium Carbonate, Acacia Gum, Magnesium Stearate, Magnesium Sulphate, Vitamin B6, Taurine, Natural Flavouring, Vitamin D, Vitamin E, Zinc (as sulphate), Selenite (as sodium).

Guaranteed Analysis: Crude Protein (min.) 19.3 %, Crude Fat (min.) 5.6 %, Crude Fibre (max.) 0.7 %, Moisture (max.) 5.9 %, Ash (max.) 52.3 %.

Size: 60 Tablets

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



SERENE-UM[®] Drops

CALMING SOLUTION



Directions for Use:

Animal Type	Weight Range	Recommended Amounts
Cats	Up to 2.5kg	½ teaspoon 2 times a day
	2.5 - 5kg	1 teaspoon 2 times a day
Dogs	Up to 5kg	1 teaspoon 3 times a day
	5 - 10kg	2 teaspoons 3 times a day

1 teaspoon = 5 mls approximately

Composition: Purified Water, Glycerin

Additives per Kg: Emulsifier, Preservatives, Flavours.

Nutritional Additives: Trace Elements: Calcium (as Calcium Chloride) 3800 mg, Zinc (as Zinc Sulphate) 27 mg, Selenium (as Sodium Selenite) 0.06 mg, Vitamins: Nicotinamide 5200 mg, Vitamin B6 2800 mg, Vitamin D 200,000 IU, Vitamin E (all-rac-α tocopheryl acetate) 100 mg, Amino Acids: L-Tryptophan 3000 mg, Taurine 3000 mg.

Analytical Constituents: Crude Protein 0.16%, Crude Oils & Fats 0.26%, Crude Fibre 0.22%, Ash 0.93% Moisture 95.31%.

Ingredients: Purified Water, Calcium Chloride, Emulsifier, Nicotinamide, Artificial Tuna Flavouring, Glycerin, L-Tryptophan, Potassium Sorbate, Taurine, Vitamin B6, Sorbic Acid, Ascorbic Acid, Vitamin D, Vitamin E, Zinc Sulphate, Sodium Selenite.

Guaranteed Analysis: Crude Protein (min.) 0.05 %, Crude Fat (min.) 0.0003 %, Crude Fibre (max.) 0.10 %, Moisture (max.) 97.0 %, Ash (max.) 1.00 %.

Size: 100ml

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



VETIQ[™]

STOOL REPEL

COPROPHAGIA AID

- + Helps eliminate stool eating
- + For puppies from 12 weeks
- + Contains Alpha-Amylase which breaks down starches, helping to improve digestion
- + Makes stool less palatable

Coprophagia is a condition whereby puppies and dogs consume their own stool. It is a common habit in some dogs which can be distressing for the pet owner and unhygienic for the pet.

VetIQ® Stool Repel tablets have been specially formulated to help deter this behaviour by making the dogs own stool unpalatable to eat. Stool Repel contains Capsicum Oleoresin, a lachrymatory agent, which deters a puppy or dog from eating its own stool by causing a mild irritation to the eyes and a mild burning sensation if the stool is eaten. It also contains the enzyme, Alpha-Amylase which breaks down starches, improving the animal's digestive performance.

Stool Repel functions within the intestine by making your dog's stool less tasty, therefore, it will not deter dogs from eating other dogs stools.



Directions for Use:

Animal Type	Weight Range	Recommended Amounts
Puppies	Up to 5 kg	½ tablet daily
	5 - 10 kg	1 tablet daily
Dogs	10 - 20 kg	2 tablets daily
	20 - 30 kg	1½ tablets twice daily
	30 – 40 kg	2 tablets twice daily

Composition: Brewers dried yeast, Di-Calcium Phosphate
Additives per Kg: Alpha amylase 280,000 mg, Capsicum Oleoresin 45,500 mg, Flavouring 15,000 mg.
Analytical Constituents: Crude Protein 34.3%, Crude Fat 4.9%, Crude Fibre 0.9%, Moisture 7.6%, Crude Ash 7.5%.
Ingredients: Brewers dried yeast, Alpha amylase, Capsicum Oleoresin, Natural flavouring, Di-Calcium Phosphate.
Guaranteed Analysis: Crude Protein (min) 33.4%, Crude Fat (min) 4.4%, Crude Fibre (max) 1.3%, Moisture (max) 8.5%, Ash (max) 8.2%, Calcium (min) 0.15%, Phosphorus (min) 0.77%.



Effective Behavioural Aid



Improved Digestion



Improved Nutrient Absorption

Size: 30 Tablets

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



TRAINING AID

TOILET TRAINING

- + Helps train your dog to urinate in one place
- + Safe & effective
- + For indoor & outdoor use
- + Makes house-training easy

VetIQ® Training Aid is a simple, yet effective liquid that toilet-trains your pet to a spot of your choosing, while protecting carpets and furniture from staining and keeping lawns and flowerbeds clear. Your dog wants to please you and wishes to understand the command you are giving. **Training Aid** is an essential ingredient in developing your relationship with your dog. Know the times your pet wishes to use the toilet which for most dogs are, first thing in the morning, after a meal, on waking from sleep, during the day, last thing at night or the beginning of some excitement like going for a walk. Try initially, at least, to keep meals and exercise times set, so that toilet training occurs at these set times. Your dog will prefer to use a newspaper or sand, grass, litter box, he/she will not like a hard surface such as cement, roadway or tiled floor.

Directions for Use:

- Indoors** - Place several drops of **Training Aid** on newspapers, puppy pads or in a box. After each of the first few meals, take your dog to the spot and allow him to sniff **Training Aid**. He will soon train himself.
- Outdoors** - Train your dog to defecate in a spot of your choice by placing several drops of **Training Aid** there each day. Take your dog to this spot and after a few visits he will train himself. This also applies to walks, or strolls, where you can train him to use an area of your choosing and so keep pavements clean.

Did You Know?

Studies demonstrate that dogs align themselves with the earth's magnetic field before pooping, preferring to face either north or south before doing their business!



Ingredients: Light Liquid Paraffin, Trimethyl Pentane, Phenyl Acetic Acid, Ethyl Phenyl Acetate, Synthetic Colouring.

Size: 60ml

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



“He does honestly appear a lot better...”

“I have been using this product a few months now as my dog was looking a bit stiff in his movement. He does honestly appear a lot better.

I will continue to use these tablets”.

ARTHRITI-UM[®]
Advanced

”



June - Amazon Customer



Joint Care

ARTHRITI-UM[®] Advanced

HIP & JOINT CARE

VetIQ[®] Arthriti-UM[®] Advanced tablets are a unique concentrated source of active ingredients specifically developed for the maintenance of healthy bones & supple joints.

Arthriti-UM[®] Advanced tablets contain essential amounts of Glucosamine, Chondroitin Sulphate, MSM & Green Lipped Mussel, which help support and maintain mobility in joints and the overall condition and flexibility of your pet. By providing nutritional support for ageing joints, it allows your pet to enjoy exercise and play for years to come.

What does it do:



Flexibility Care Methylsulfonylmethane (MSM): research has shown that taking MSM alone or in combination with Glucosamine Sulphate can help reduce pain and swelling.



Aids Stiff Joints Green Lipped Mussel is a nutritional supplement which contains a concentrated source of Omega-3 fatty acids which have been shown to have anti-inflammatory properties and are important for maintaining joint cell structure and function.



Supports Joint Health Glucosamine Sulphate plays an important role in making key components which are necessary for the proper development and maintenance of joints, ligaments, tendons, cartilage and synovial fluid.

Chondroitin Sulphate works in a number of ways to improve or maintain joint health by delivering nutrients to the joint cartilage, inhibiting enzymes which decompose joint cartilage and by also speeding up the formation of new joint cartilage.

- + High Strength Complex
- + Promotes Joint Health & Mobility
- + Helps Growth & Bone Development
- + Triple action for active lives

Glucosamine Sulphate is the basic molecule of the joint structure. It contains an amino acid which is an essential component of the building block which gives structure to the bones, skin and hair. Glucosamine also stimulates the production of glycosaminoglycans and proteoglycans, two of the components of cartilage. The natural production of glucosamine fades with injury or aging. Supplementation with glucosamine can help replace the deficit and restore the correct glucosamine balance in the joint.

Chondroitin Sulphate is concentrated in joint cartilage and is necessary for cartilage metabolism, maintenance and regeneration. It is an essential component to ensure joint flexibility and resistance to compression. Chondroitin also helps control the deposition of calcium salt within the cartilage and helps maintain the elasticity of the joint vessel.

Methyl Sulfonylmethane (MSM) contains sulphur which can be used in the body to strengthen the connective tissue around the joint and cartilage. The building blocks of joint tissues are connected by di-sulphide bonds; MSM provides the sulphur to make these bonds and therefore is essential for joint strength and resiliance. MSM is also known to have an anti-inflammatory effect and to reduce pain caused by inflammation.

Green Lipped Mussel is rich in glycosaminoglycans, the building blocks of connective tissue which also aid joint lubrication and its anti-concussive properties. It also contains omega fatty acids namely omega 3 and 6 which are useful anti-oxidant molecules and aid joint maintenance and repair. They are also known to possess soothing/anti-inflammatory potential.

Vitamin C is a natural antioxidant, inhibiting harmful substances in the body. It aids the formation of collagen required to support cartilage and bones and contributes to the shock absorbing abilities of the joint. It also has a function in maintaining healthy synovial fluid which nourishes the joint and removes waste.



"Got these for Arnie, our 13 yr old boxer.

He was struggling to move due to stiffness but after 1 week on these he was almost his old self, running about, wanting to play fight.

I'm not saying they will work for all dogs but they have for him...

...well worth trying!"

★★★★★
misstwilight197,
Amazon Customer



Directions for Use:

Animal Type	Weight Range	Recommended Amounts	Pack Duration (days)*
Cat	Under 5 kg	¼ tablet daily	180 days
Dog	Under 10 kg	½ tablets daily	90 days
	10 - 20 kg	1 tablet daily	45 days
	20 - 35 kg	1 tablet twice daily	22 days
	Over 35 kg	2 tablets twice daily	11 days

*Pack duration applies to one pet only.

Size: 45 Tablets

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.

Composition: Glucosamine Sulphate (33%), DiCalcium Phosphate, Methyl Sulphonyl Methane (16%), Chondroitin Sulphate (13%), Green Lipped Mussel (1%), Magnesium Sulphate monohydrate

Additives per Kg: Flavouring, Emulsifier, Nutritional Additives: Ascorbic Acid 33,333 mg, Trace Elements: Manganese (Manganese Sulphate Heptahydrate) 4176mg, Zinc (Zinc Sulphate Heptahydrate) 4088 mg, Copper (Copper Sulphate Pentahydrate) 199 mg.

Analytical Constituents: Crude Protein 13.1%, Fat Content 0.7%, Crude Fibre 0.8%, Moisture 10.4%, Ash 40.0%, Calcium 9.2%, Phosphorus 6.9%, Sodium 0.8%..

Ingredients: Glucosamine Sulphate, DiCalcium Phosphate, Methyl Sulphonyl Methane, Chondroitin Sulphate, Ascorbic Acid, Microcrystalline Cellulose, Manganous Sulphate, Zinc Sulphate, Acacia, Green Lipped Mussel, Flavouring, Magnesium Sulphate monohydrate, Copper Sulphate.

Guaranteed Analysis: Crude Protein (min) 12.6%, Crude Fat (min) 0.6%, Crude Fibre (max) 1.1%, Moisture (max) 11.6%, Ash 41.5%, Calcium (min) 7.9%, Phosphorus (min) 6.3%, Sodium (min) 0.7%.

Active Ingredients per 750mg tablet

Glucosamine Sulphate: 240mg
Methyl Sulphonyl Methane: 115mg
Chondroitin Sulphate: 96mg



“Great doggy dental care...”

“Works really well with my dog. He looked a little confused the first time we used it and he struggled to get it free from his teeth/mouth, but is used to it now.

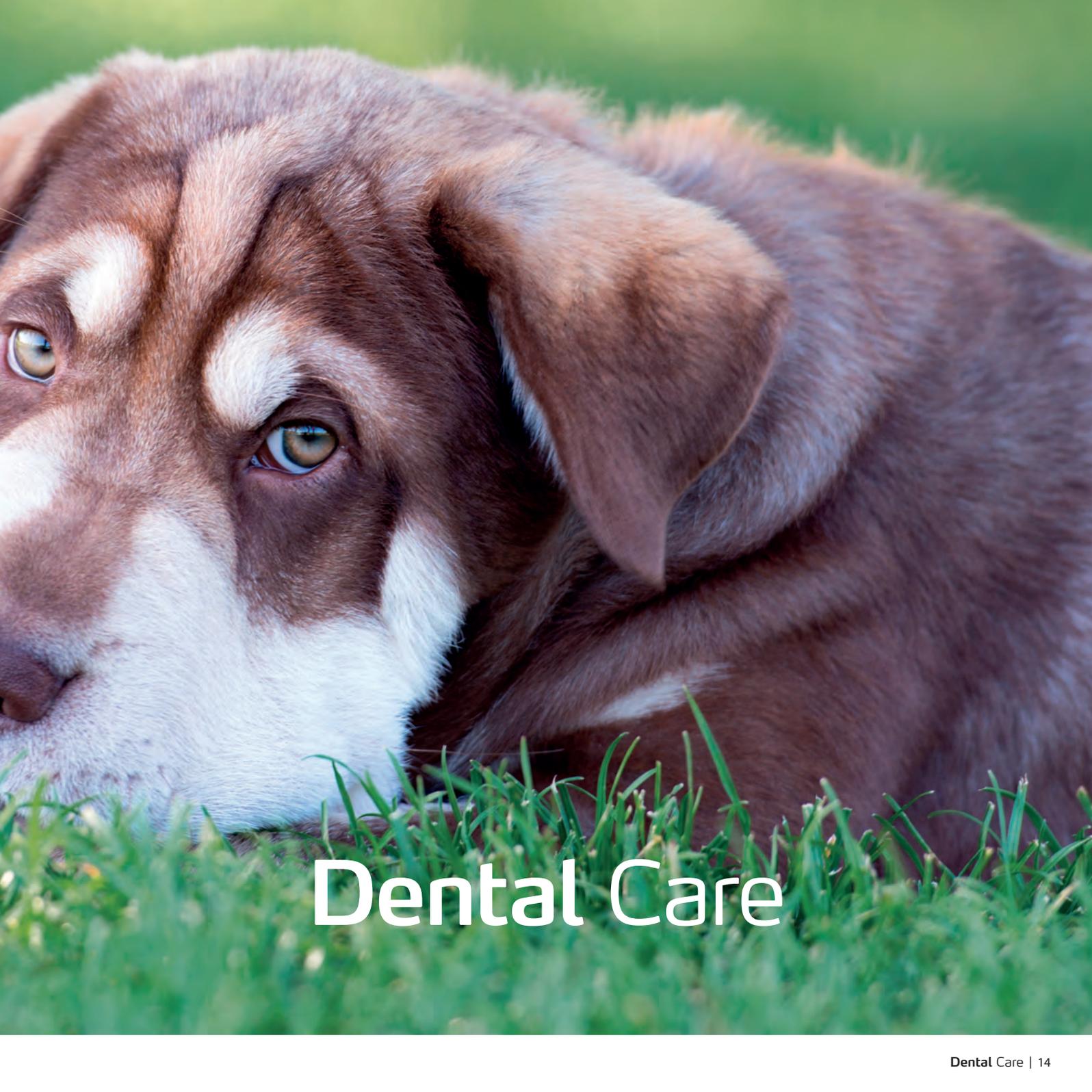
His teeth have never looked better!”

2in1
DENTI-CARE



Matt Jones - Amazon Customer





Dental Care

2in1 DENTI-CARE

EDIBLE TOOTHPASTE

- + Freshens breath & reduces tartar build-up
- + With parsley, eucalyptus & cinnamon oils
- + Complete Oral Care
- + No artificial colours, flavours or sweeteners

VetIQ® 2in1 Denti-Care Paste is a delicious supplement specially formulated to clean teeth and freshen breath. It contains natural breath-freshening and anti-bacterial agents that begin working immediately to address bad breath and tartar build-up. This unique edible paste contains effective mild abrasives that can be used on a daily basis, without harsh side effects to the stomach.

2in1 Denti-Care Paste has no added sugar, no artificial colours, flavours or sweeteners, yet is tasty enough that pets find it irresistible. Contains no fluoride or xylitol and is safe for pets to consume.

Directions for Use:

Animal Type	Recommended Amounts
Kittens	¼ teaspoon daily
Cats	½ teaspoon daily
Puppies	½ teaspoon daily
Adult Dogs	1 teaspoon daily

Size: 70g

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



Composition: Calcium Carbonate, Purified water, Glycerine, Mono and Diglycerides of Fatty Acids, Inulin, Sodium Triphosphate.

Additives per Kg: Technological Additives: Emulsifier, Preservatives. Sensory Additives: Flavouring, Colourant, Parsley Seed Oil 100mg, Eucalyptus Oil 100 mg, Cinnamon Oil 100 mg.

Analytical Constituents: Crude Protein 0.1%, Crude Oils & Fats 1%, Crude Fibre 0.9%, Moisture 35.7%, Crude Ash 42.6%.

Ingredients: Calcium Carbonate, Purified Water, Glycerine, Sodium Carboxymethyl Cellulose, Mono & Diglycerides of fatty acids, Inulin, Sodium Triphosphate, Calcium Propionate, Ascorbic Acid, Aniseed Oil, Parsley Seed Oil, Eucalyptus Oil, Cinnamon Oil, Sodium Copper Chlorophyllin.

Guaranteed Analysis: Crude Protein (min) 0.0%, Crude Fat (min) 0.9%, Crude Fibre (max) 1.3%, Moisture (max) 40.0%, Ash (max) 44.3%.



2in1 DENTI-CARE

ORAL HYGIENE SOLUTION

- + Contains natural Pomegranate extract
- + Helps reduce oral bacteria
- + Simply add to pets' drinking water
- + No brushing required

VetIQ® 2in1 Denti-Care liquid has been specially formulated to give your pet the very best oral care and help maintain good dental health. The active ingredient, Pomegranate extract (Punica Granatum), is a natural plant extract which has been mainly proven to reduce dental plaque.

It's easy to use and no more brushing is required. Simply add to your pets water bowl daily to be consumed through their normal water intake.

Directions for Use:

Add 10ml (1 capful) to 500 ml (1/2 litre) of fresh drinking water daily. Replace drinking water every 24 hours, even if not finished, using fresh diluted solution as directed.

Size: 250ml

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.

2in1 DENTI-CARE Chews

CHEWABLE TOOTHPASTE



Freshens Your Pet's Breath



Helps Reduce Oral Bacteria



Helps Reduce Dental Plaque & Tartar Build-Up



- + Helps reduce dental plaque & tartar build-up
- + Freshens your pets breath
- + Helps reduce oral bacteria
- + Contains Parsley Seed Oil, Peppermint Oil & Pomegranate Extract

2in1 Dent-Care Chews contain a unique blend of pomegranate extract, peppermint and parsley seed oils to freshen your dog's breath, whilst also helping to reduce dental plaque. This natural Antioxidant, Pomegranate extract, also has the added benefit of aiding immunity and promoting collagen formation in the gums.

- + With Antibacterial parsley seed oil to reduce oral bacteria and Peppermint oil to freshen your pet's breath
- + Pomegranate extract to help reduce dental plaque.



Directions for Use:

2in1 Denti-Care Chews are tasty, highly digestible tablets, which should be fed to your pet between meals. To ease chewing, the tablet can be cut in two.

2in1 Denti-Care Chews should initially be given to your pet for 15 consecutive days, then, taken every second day for as long as desired. Suitable for dogs from 2 months of age and for cats from 3 months of age.

Animal	Weight Range	Recommended Amounts
Cats	Up to 5kg	½ tablet daily
	Up to 10kg	1 tablet daily
Dogs	Up to 15kg	1½ tablets daily
	Up to 20kg	2 tablets daily
	20kg +	3 tablets daily

Composition: Calcium Carbonate, Brewer's Yeast.

Additives per Kg: Sensory Additives; Natural Flavouring, Punica granatum (pomegranate extract) 1000mg, Peppermint Oil 1000mg, Parsley Seed Oil 250mg.

Analytical Constituents: Crude Protein 13.4%, Crude Oils and Fats 2.8%, Crude Ash (max.) 67.4%, Crude Fibre 0.3%, Moisture Content 2.9%, Calcium 25.5%, Phosphorus 0.4%, Sodium 0.07%..

Ingredients: Calcium Carbonate, Brewer's Yeast, Natural Flavouring, Pomegranate Extract (Punica granatum), Peppermint Oil, Parsley Seed Oil.

Guaranteed Analysis: Crude Protein (min.) 12.9%, Crude Fat (min.) 2.5%, Crude Ash (max.) 67.4%, Crude Fibre (max.) 0.6%, Moisture Content (max.) 3.2%, Calcium 22.44%, Phosphorus 0.34%, Sodium 0.07%.

Size: 30 tablets

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.

Composition: Purified water, Glycerin.

Additives per Kg: Emulsifiers, Preservatives, Colourant, Pomegranate extract Punica Granatum 1000 mg.

Analytical Constituents: Crude Protein 0.1%, Crude Fibre 0.1%, Oils & Fats 0.2%, Ash 0.1% Moisture 98.4%.

Ingredients: Purified Water, Glycerine, Emulsifier, Pomegranate extract (Punica Granatum), Sorbic Acid, Potassium Sorbate, Patent Blue.

Guaranteed Analysis: Crude Protein (min) 0.1%, Crude Fat (min) 0.1%, Crude Fibre (max) 0.6%, Moisture (max) 98.4%, Ash (max) 0.1%.



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TEETHING GEL

SOOTHING RELIEF

- Helps soothe sore gums
- Helps reduce unwanted & destructive chewing
- With chamomile, peppermint & clove oils
- For puppies from 4 weeks

All dogs love to chew on things, particularly puppies but it is more prevalent during the teething phase. For teething puppies, when their teeth are “erupting” and their gums are extremely sore and raw. As new teeth come in, puppies will experience redness, swelling and irritation.

VetIQ® Teething Gel contains chamomile, peppermint and clove oils, which when combined, will help to soothe your puppies sore gums during teething. **Teething Gel** contains no added sugar and no artificial colours, flavours or sweeteners, yet it is tasty enough that your puppy will find it irresistible.

Directions for Use:

Familiarise your puppy with Teething Gel through taste & smell.
Using the nozzle provided, apply the gel (¼ teaspoon) directly onto the puppy's gum twice a day.

Size: 50g

Storage Conditions:

Store in a cool, dry place, away from direct sunlight



Reduce Destructive Chewing



Helps Soothe Sore Gums



With Applicator



No Artificial Anything



Composition: Glycerine

Additives per Kg: Technological additives: Preservatives, Emulsifiers, Antioxidants. Sensory Additives: Aniseed oil, Chamomile oil, Peppermint oil & Clove leaf oil.

Nutritional Additives: Amino acids (L-tryptophan 1000 mg).

Analytical Constituents: Moisture Content 80.1%, Crude Protein 0.1%, Crude Oils & Fats 0.7%, Crude Fibre 0.1%, Crude Ash 1.1%.

Ingredients: Purified water, Glycerine, Sodium carboxymethylcellulose, Hydrogenated Castor oil, Sodium citrate, L-tryptophan, Sorbic acid, Methylparaben, Propylparaben, Aniseed oil, Chamomile oil, Peppermint oil, Clove leaf oil.

Guaranteed Analysis: Crude Protein (min) 0.05%, Crude Fat (min) 0.63%, Crude Fibre (max) 0.41%, Moisture (max) 89.71%, Crude Ash (max) 1.58%, Sodium (min) 0.46%.

2in1 DENTI-CARE Granules

DENTAL CARE SOLUTION

- The Natural solution to complete oral care
- With Peppermint oil to help freshen breath
- Added Seaweed to reduce oral bacteria
- Contains Pomegranate extract to support immunity

VetIQ® 2in1 Denti-Care Granules contain a unique blend of seaweed, peppermint oil, pomegranate extract and parsley seed oil to freshen your dog's breath, and help reduce oral bacteria. These specially formulated granules works with your pet's natural chewing mechanism to cleanse the oral cavity.

Directions for Use:

2in1 Denti-Care Granules are tasty highly digestible granules, which can be sprinkled over or mixed through food. Suitable for cats & dogs from 12 weeks of age.

Animal	Weight Range	Recommended Amounts
Cats	Up to 10kg	1 scoop
Dogs	Up to 10kg	1 scoop
	10-25kg	2 scoops
	25kg +	3 scoops

Size: 60g

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



2in1 GUM SHIELD Spray

DENTAL CARE SOLUTION



Composition: Seaweed Meal, Brewer's Yeast.

Additives per Kg: Sensory Additives: Natural Flavouring, Punica Granatum (Pomegranate Extract) 1000 mg, Peppermint Oil 1000 mg, Parsley Seed Oil 250 mg.

Analytical Constituents: Crude Protein 6.8 %, Crude Oils and Fats 4.3 %, Crude Ash 21.3%, Crude Fibre 2.9 %, Moisture Content 14.3 %, Calcium 1.45 %, Phosphorus 0.129 %, Sodium 2.97 %.

Ingredients: Seaweed meal, Brewer's Yeast, Natural Flavouring, Pomegranate Extract (Punica Granatum), Peppermint Oil, Parsley Seed Oil.

Guaranteed Analysis: Crude Protein (min.) 6.5 %, Crude Fat (min.) 3.8%, Crude Ash (max.) 22.4%, Crude Fibre (max.) 3.4%, Moisture Content (max.) 16%, Calcium (min) 1 %, Phosphorus (min) 0.01 %, Sodium (min) 1%.



- + Helps manage plaque & oral bacteria
- + With Natural Active Ingredients for complete Oral Care
- + Supports Gum Health
- + Low Noise 360° Trigger spray

VetIQ® 2in1 Gum Shield Spray contains an advanced formula designed to help reduce oral bacteria, maintain gum health and help prevent the formation of plaque. Containing a unique blend of Pomegranate extract, Peppermint and Parsley seed oil, it freshens your pet's breath whilst promoting a clean healthy mouth.

2in1 Gum Shield Spray also contains a special form of Vitamin C, that not only promotes normal collagen formation in the gums, it can also help manage plaque on the teeth.

Directions for Use:

Slide the lever at the neck of the nozzle across and down to unlock the lever spray applicator.

Spray 2in1 Gum Shield into your pet's oral cavity taking care to cover teeth and gums. This should be done between meals for optimum results. .

Animal	Weight Range	Recommended Amounts
Cats	Up to 5 kg	2-3 sprays daily
	Up to 5 kg	2-3 sprays daily
Dogs	10 - 30 kg	4-5 sprays daily
	30kg +	10 sprays daily



Composition: Purified Water, Glycerine.

Additives per Kg: Technological Additives: Emulsifiers, Preservatives, Nutritional Additives: Vitamin C. Sensory Additives: Pomegranate extract (Punica Granatum) 1000mg, Parsley Seed Oil 100mg, Peppermint Oil 100mg.

Analytical Constituents: Crude Protein < 0.1% , Crude Oils and Fats < 0.1%, Crude Fibre < 0.1%, Crude Ash < 0.1%, Moisture Content 99.2%.

Ingredients: Purified Water, Glycerine, Emulsifier, Punica Granatum (Pomegranate extract), Sodium Benzoate, Sorbic Acid, Vitamin C, Parsley Seed Oil, Peppermint Oil.

Guaranteed Analysis: Crude Protein < 0.1% , Crude Oils and Fats < 0.1%, Crude Fibre < 0.1%, Crude Ash < 0.1%, Moisture Content 99.2%.

Size: 100ml

Storage Conditions:

Store in a cool dry place, away from direct sunlight.



“5 out of 5 stars!!”

“Last Autumn both of my dogs had fleas and I needed to use house sprays and spot on treatments from vets even though I had always used the spot on treatments the dogs still picked up fleas. I decided to try Flea Guard and so far this year have not seen any sign of fleas or ticks. An added bonus has been that one dog had quite dry flaky skin and this has now gone and the other dog had a dry nose and this has also improved.

...Would highly recommend!”

FLEA GUARD™



jas56 - Amazon Customer





Hygiene & Grooming

Preventing Fleas and Ticks on Dogs, Cats and Other Pets

Fleas are insects that are ubiquitous in the environment – meaning they can be found almost everywhere. There are more than 2000 species of fleas, but the common cat flea (*Ctenocephalides felis*) is the one that most commonly afflicts dogs and cats.

Ticks are not insects, but they are closely related to spiders, scorpions, and mites. There are approximately 80 tick species, but only a handful of them are of real concern to pets and people. The brown dog tick is the only species that can complete its entire lifecycle on a dog and can infest homes and kennels.

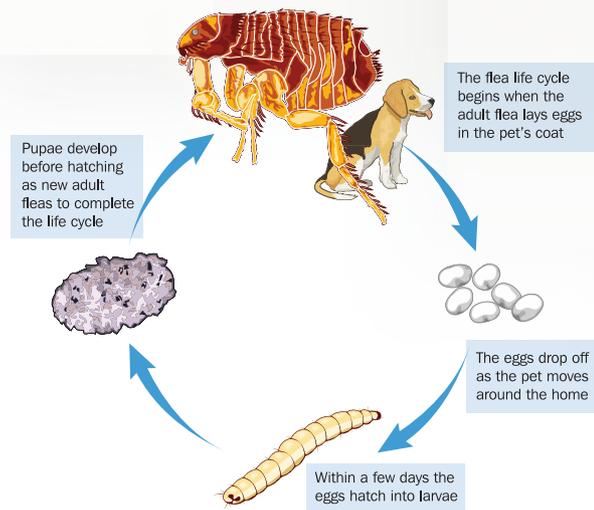
Tick bites can be painful and irritating, but the real concern with ticks is the number of serious diseases they can transmit, such as Lyme disease. These diseases can cause significant illness and even death in both pets and people.

How Do I Know If My Pet Has Fleas and/or Ticks?

Repetitive scratching is a tell-tale sign that your pet may have fleas. Adult fleas can be identified on the pet, but fleas in other stages of their life cycle (eggs, larvae, and pupae) can be harder to find. Adult fleas are tiny and can be hard to see, but flea combs can be used to remove fleas as well as flea dirt. Excessive grooming is also a sign of a potential flea problem. Infested cats will groom themselves repeatedly in an effort to remove fleas.

Life-cycle of the flea

The entire cycle, from egg to adult flea, is complete in 12 – 22 days when temperature and humidity conditions are ideal, but more commonly takes 3 – 4 weeks. Surprisingly, only approximately 5% of a flea infestation is made up of adult fleas on your pet, whereas 95% is in your home as eggs, larvae and pupae.



Recommended by Veterinarians

FLEA GUARD™

the natural deterrent against fleas, ticks & mosquitoes



- + Helps keep your pet free from fleas, ticks & mosquitoes
- + Healthy skin & glossy coat
- + No more doggy smells
- + Contains a blend of B vitamins & garlic

VetIQ® Flea Guard™ tablets contain a totally natural unique blend of ingredients which helps to repel fleas & ticks. No drops to put on the back of the neck; no lasting chemicals in your pets' skin or bloodstream. **Flea Guard™** is a superb natural deterrent for fleas & ticks and is safe to use as it has no adverse reactions or leaves any pesticide residue.

Flea Guard™ contains a blend of B vitamins, yeast, zinc and garlic which help to make your pet's blood less palatable to fleas & ticks. In addition, this blend of ingredients has the benefit of reducing the soggy doggy smells, whilst also keeping their coat glossy & skin healthy. This product does not contain added salt, sugar or preservatives.



No more soggy doggy smells



Helps keep your pet free from fleas, ticks & mosquitoes



Healthy skin & glossy coat



FLEA GUARD™ Powder

FLEA & TICK REPELLANT



Directions for Use:

Animal Type	Weight Range	Recommended Amounts
Cats	Up to 5 kg	1 scoop daily
Dogs	Up to 5 kg	1 scoop daily
	5 - 10 kg	2 scoops daily

Composition: Brewer's Yeast, Calcium Phosphate, Garlic Powder, Hop Powder, Rice Bran, Calcium Carbonate.

Additives per Kg: Sensory additive: Natural Flavouring. Trace elements: Zinc (as sulphate) 1200 mg, **Vitamins:** Thiamine (B1) 290 mg, Nicotinamide (B3) 406 mg, Riboflavin (B2) 195 mg. Amino Acids: DL-Methionine 5000 mg.

Analytical Constituents: Crude Protein 39.1%, Crude Fibre 1.9%, Crude Oils & Fats 2.17%, Crude Ash 17%, Moisture 4.69%.

Ingredients: Brewer's Yeast, Calcium Phosphate, Garlic Powder, Hop Powder, Calcium Carbonate, Zinc Sulphate, Rice Bran, DL- Methionine, Natural Flavouring, Thiamine Hydrochloride, Nicotinamide, Riboflavin.

Guaranteed Analysis: Crude Protein (min.) 38.1%, Crude Fibre (max.) 2.3%, Crude Fat (min.) 2.0%, Crude Ash (max.) 18%, Moisture (max.) 5.3%, Calcium (min.) 3.37%, Phosphorus (min.) 3.21%, Sodium (min.) 0.10%.

Size: 60g

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



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FLEA GUARD™

FLEA & TICK REPELLANT

VETIQ™



Directions for Use:

Animal Type	Weight Range	Recommended Amounts
Cats	1 - 5 kg	½ tablet daily
Dogs & Puppies	less than 5 kg	½ tablet daily
Dogs	5 - 10 kg	1 tablet daily
	10 - 20 kg	1½ tablets daily
	20 - 30 kg	2 tablets daily
	Greater than 30 kg	3 tablets daily

Composition: Brewer's Yeast, Calcium Phosphate, Garlic Powder, Hop Powder, Rice Bran, Calcium Carbonate.

Additives per Kg: Emulsifier, Natural Flavouring. Trace elements: Zinc (as sulphate) 1208 mg, **Vitamins:** Thiamine (B1) 290 mg, Nicotinamide (B3) 406 mg, Riboflavin (B2) 195 mg. Amino Acids: DL-Methionine 5000 mg

Analytical Constituents: Crude Protein 37.9%, Crude Oils & Fats 4.5%, Crude Ash 13.2%, Crude Fibre 0.3%.

Ingredients: Brewer's Yeast, Calcium Phosphate, Garlic Powder, Natural Flavouring, Hop Powder, Zinc Sulphate, Rice Bran, DL- Methionine, Calcium Carbonate, Thiamine Hydrochloride, Nicotinamide, Riboflavin.

Guaranteed Analysis: Crude Protein (min.) 36.9%, Crude Fat (min.) 4.1%, Crude Fibre (max.) 0.6%, Crude Ash (max.) 14%, Moisture (max.) 5.3%, Calcium (min.) 2.4%, Phosphorus (min.) 2.7%, Sodium (min.) 0.3%.

Size: 90 Tablets

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



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EAR CLEANER

ALCOHOL FREE

- + Helps sustain ear hygiene
- + Non-Toxic
- + For the softening & removal of ear wax
- + With flexi applicator

VETIQ® Ear Cleaner is a gentle non-toxic ear cleaning solution for cats and dogs which is designed to help sustain good ear hygiene for your pet. The nozzle attachment allows easy application to your pet's ears.

Ear Cleaner's unique formulation has the added benefit of limiting any staining or discolouring of hair around the ears. Suitable for dogs, puppies, cats and kittens.

Directions for Use:

The ear cleaner should be used on a daily basis until the foreign material is removed from the ear. Once the ear has been cleaned, it can be used on alternate days and then once a week for two weeks. Regular use is advised. It may take 7 days or longer to clean the ear. Do not discontinue until a few days after complete disappearance of the foreign material. It generally should be used to maintain the ear or as a follow on from typical prescription drops.



Ease of Use



Helps Sustain Good Ear Hygiene



Natural Active Ingredient



Ingredients: Propylene Glycol, Benzoic Acid, Neem Oil, Malic Acid.

Size: 100ml

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.





TEAR STAIN REMOVER

CLEANSING AID

- + Removes stubborn & unsightly tear stains
- + Suitable for all breeds of cats and dogs
- + For use on fur around the eyes & mouth
- + Safe & gentle

VetIQ® Tear Stain Remover is a gentle, non-toxic tear stain remover for cats and dogs, which is safe and easy to use. It is specially formulated with ingredients that help dissolve and remove stubborn and unsightly stains around the eye and other areas. Repeated use will assist in preventing the re-occurrence of stains and fur discoloration. Continuous use may also be required in certain breeds that are prone to tear stains and early application is advisable, as stains can become embedded and stubborn to remove.

Tear Stain Remover will not cause any irritation to your pet as the ingredients used are non-allergenic once used in the appropriate manner. **Tear Stain Remover** can be used in conjunction with oral remedies.



Directions for Use:

Shake gently before use. Moisten cotton wool with Tear Stain Remover liquid and gently wipe over stained areas beneath the eyes & mouth. Remove any remaining residue with clean dry cotton wool.



Did You Know?
Dogs have three eyelids, an upper lid, a lower lid and the third lid, called a nictitating membrane or "haw," which helps keep the eye moist and protected.

Ingredients: Purified water, Cocoamphoacetate, Propylene Glycol, Phenoxyethanol, Methylparaben, Propylparaben, Butylparaben, Cetrirmonium Chloride, EDTA, Menthol.

Size: 100ml

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



SKIN & COAT

RICH IN OMEGA OILS

- + Promotes a healthy skin and coat
- + Helps reduce shedding
- + Helps dry and itchy skin
- + Promotes heart health & helps aid eye development

VetIQ® Skin & Coat is an edible skin and coat conditioner, specifically formulated to promote healthy skin and a glossy coat. It contains a unique blend of ingredients, which provide a highly concentrated source of Omega 3 and Omega 6 fatty acids, essential for a lustrous, glossy coat. In addition, Vitamin E has been included to help soothe dry and flaky skin and to minimise non-seasonal shedding.

Skin & Coat not only produces a healthy skin and coat, it also promotes heart health, helps aid eye development and contributes to a well-balanced diet for your pet.

Directions for Use:

Product can be fed directly to your pet or mixed with their food. Suitable for dogs and cats from 12 weeks of age.

Animal Type	Weight Range	Recommended Amounts
Dog or Cat	Up to 5 kg	½ chamber full
Dogs	Up to 10 kg	1 chamber full
	Up to 20 kg	2 chambers full
	Up to 30 kg	3 chambers full

1 chamber filled to the mark (10ml) provides.

OMEGA-3

763mg

OMEGA-6

5065mg



Composition: Soya Bean Oil, Cod Liver Oil, Evening Primrose Oil.

Additives per Kg: Antioxidants, Preservatives, Emulsifiers. Nutritional Additives: Vitamin E (alpha tocopherol acetate) 314 mg.

Analytical Constituents: Crude Protein <0.1%, Crude Oils & Fat 98.4% (omega-3, 5%, omega-6, 46%), Crude Fibre <0.1%, Crude Ash <0.1%, Moisture Content <0.1%.

Ingredients: Soya Bean Oil, Cod Liver Oil, Polyoxyethylene (20)-sorbitan monooleate, Alpha-Tocopherol Acetate (Vitamin E), BHT (an anti-oxidant), Evening Primrose Oil.

Guaranteed Analysis: Crude Protein (min) <0.1%, Crude Fat (min) 88.4%, Crude Fibre (max) 0.1%, Moisture (max) 0.1%, Ash (max) 0.1%.

Size: 250 ml

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



Did You Know?

Cats make more than 100 different sounds whereas dogs make around 10.



DEFURR-UM

HAIRBALL REMEDY

- + Helps remove & prevent hairballs
- + With Vitamin E, a natural antioxidant
- + Source of fibre for healthy digestion
- + Tasty natural flavour pets love

Hairballs can be prevented by frequent grooming and the routine taking of **VetIQ® Defurr-UM** as directed. When cats, kittens & rabbits lick their fur, that fur may be ingested, which then accumulates in their stomach and forms what is known as a hairball.

Defurr-UM helps to assist passage of swallowed fur through the gut to avoid the formation of hairballs, it does this by coating the swallowed hair and stool and allowing it to pass through the digestive system.

Defurr-UM also contains vitamin E.



Directions for Use:

To Prevent Hairball	Kittens & Rabbits (over 6 months old): 3-6mm (1/8tsp) weekly
	Cats: 6-13mm (1/4tsp) weekly
To Remove Hairball	Kittens & Rabbits (over 6 months old): 13mm (1/4tsp) daily for 3 days
	Cats: 25mm (1/2tsp) daily for 3 days

Composition: Cereals, Oils & Fats

Additives (per kg): Emulsifiers, Preservatives, Natural Flavouring.
Nutritional Additives (mg/kg): Vitamin E (α-Tocopherol Acetate) 10 mg

Analytical Constituents: Crude Protein 1.2%, Crude Oils & Fats 40.4%,
Crude Fibre 12.7%, Crude Ash 0.7%, Moisture 12.3%.

Ingredients: Malt extract, Mineral Oil, Glycerine, Gum Arabic,
Natural Flavouring, Sorbic Acid, Vitamin E (alpha-tocopherol acetate).

Guaranteed Analysis: Crude Protein (min) 1.0%, Crude Fat (min) 36.4%,
Crude Fibre (max) 13.7%, Moisture (max) 13.7%, Ash (max) 1.2%, Calcium
(min) 0.02%, Phosphorus (min) 0.18%, Sodium (min) 0.46%.

Size: 70g

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



Helps Prevent &
Remove Hairballs



Aids
Digestion



Highly Palatable
with Added Vitamin E



"Brilliant stuff..."

"My girl had 11 pups in her litter and she's only small herself so have had her on this since they were born and she's kept weight on and in good condition while nursing them.

Very highly recommended"

NUTRI-VIT
PLUS™



Andrea - Amazon Customer





Health & Vitality

KALSIMUM *Plus*

CALCIUM SUPPLEMENT

- + Rich source of Calcium to support bone health
- + With Vitamin D₃ for Calcium absorption
- + For growing puppies & kittens
- + Vital for nursing females

VetIQ® Kalsium Plus tablets provide an additional source of Calcium & Phosphorus, which are necessary to support the growth & good health of your pet. These specially formulated tablets also have the following benefits:

- + Calcium & Phosphorus work together for the healthy development of strong teeth and bone growth.
- + Contains Vitamin D₃ for the efficient absorption and utilisation of Calcium
- + With Vitamin E & Vitamin A which help to promote healthy skin & coat condition.

Kalsium Plus are particularly beneficial for puppies, kittens and nursing females during times when calcium demand is high and there is additional need to maintain growth & health.



Directions for Use:

Animal Type	Weight Range	Recommended Amounts
Cats & Kittens	Up to 2.5 kg	¼ tablet daily
Cats	Over 2.5 kg	½ tablet daily
Dogs & Puppies	Up to 10 kg	½ to 1 tablet daily
Dogs	Over 10 kg	1 tablet per 10 kg body weight daily

Composition: Dibasic Calcium Phosphate, Calcium Carbonate, Brewer's Yeast.

Additives: Natural Flavouring, Emulsifier, Antioxidants

Nutritional Additives (per kg): Vitamin E (all-rac-alpha-tocopherol Acetate) 1680 mg, Vitamin A 12700 IU, Vitamin D3 34100 IU.

Each Tablet Provides: Calcium 298 mg, Phosphorus 126 mg, Vitamin E 2 mg, Vitamin D3 43 IU, Vitamin A 16 IU.

Analytical Constituents: Crude Protein 4.6%, Fat Content, 1.9%, Crude Ash 70.9%, Crude Fibre 0.5%, Moisture Content 2.7% Calcium 23.5%, Phosphorus 9.9%.

Ingredients: Dibasic Calcium Phosphate, Calcium Carbonate, Brewer's Yeast, Natural flavouring, Vitamin E, Vitamin A, Vitamin D3.

Guaranteed Analysis: Crude Protein min. 4.3%, Crude Fat min. 1.71%, Crude Fibre max. 0.8%, Moisture max. 4.5% Crude Ash max. 73.5%, Calcium min. 21.2%, Phosphorus min. 9.1%, Sodium min. 0.5%.

Size: 60 Tablets

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



Did You Know?

Cats have free-floating clavicle bones that attach their shoulders to their forelimbs, which allows them to squeeze through very small spaces.



MEGAVIT

MULTIVITAMIN & MINERAL SUPPLEMENT

- + Maintains overall health, vitality & well-being
- + Essential blend of nutrients
- + Contains important B Vitamins to help support metabolism and promote healthy hair growth
- + Ideal for illness recovery

VetIQ® Megavit is a high potency vitamin and mineral supplement, specially formulated to help maintain the overall health, vitality & well-being of your pet. It contains a comprehensive blend of essential nutrients that provides all round support. Recommended for cats and dogs of all breeds, and ideal for times of stress when demand for nutrients is high, such as illness recovery or lactation.



Directions for Use:

Animal Type	Weight Range	Recommended Amounts
Cats & Kittens	Up to 2.5 kg	¼ tablet daily
Cats	Over 2.5 kg	½ tablet daily
Dogs & Puppies	Up to 10 kg	½ to 1 tablet daily
Dogs	Over 10 kg	1 tablet per 10 kg body weight daily

Size: 30 Tablets

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.

Did You Know?

A Dog's sense of smell is 10,000 – 100,000 times more acute as that of humans.

Composition: Di-Calcium Phosphate, Brewers Dried Yeast, Tri-Calcium Phosphate, Skimmed Milk Powder, Potassium Chloride.

Additives (per kg): Emulsifiers & Natural Flavouring

Vitamins (per kg): Nicotinamide (B3) 3300 mg, Thiamine Hydrochloride (B1) 330 mg, Riboflavin (B2) 330 mg, Pyridoxine Hydrochloride (B6) 33 mg, Vitamin A 1,000 IU, Vitamin E 666 IU, Vitamin D 51 IU, Cyanocobalamin (B12) Trace.

Trace Elements (per kg): Ferrous Fumarate 6300 mg, Zinc Sulphate 3300 mg, Potassium Iodide 20 mg, Cobaltous Acetate 14 mg, Cupric Sulphate 4 mg, Manganous Sulphate Monohydrate 485 µg.

Analytical Constituents: Crude Protein 6.0%, Fat Content 4.2%, Crude Ash 59.7%, Moisture Content 4.1%, Crude Fibre 1.9%, Calcium 18.5%, Phosphorus 12.5%.

Ingredients: Di-Calcium Phosphate, Brewers Dried Yeast, Tri-Calcium Phosphate, Skimmed Milk Powder, Microcrystalline Cellulose, Natural Flavouring, Leichitin, Ferrous Fumarate, Acacia gum, Nicotinamide (Vitamin B3), Zinc Sulphate, Vitamin E, Vitamin A, Thiamine Hydrochloride (Vitamin B1), Riboflavin (Vitamin B2), Manganous Sulphate Monohydrate, Vitamin D3, Cupric Sulphate, Pyridoxine Hydrochloride (Vitamin B6), Potassium Iodide, Cobaltous Acetate, Potassium Chloride, Cyanocobalamin (Vitamin B12).

Guaranteed Analysis: Crude Protein (min.) 5.7%, Crude Fat (min.) 3.8%, Crude Fibre (max.) 2.3%, Crude Ash (max.) 61.9%, Moisture Content (max) 5.7%, Calcium 18.1%, Phosphorus 14.4%.



STOOL FIRM

LOOSE STOOL AID

- + With pectin to firm loose stools
- + Contains pumpkin for added fibre, betacarotene & vitamins
- + Contains prebiotic fibre for healthy digestion
- + For puppies from 8 weeks

Loose stools in dogs may be caused by diet change or as puppies diet graduates to nutritionally dense foods. It is important to stop loose stools and ensure your dog is absorbing the required nutrients.

VetIQ® Stool Firm tablets are specially formulated with a unique blend of pectin and pumpkin which helps increase stool firmness. In addition the formulation promotes healthy intestinal tract with the presence of kaolin for toxin absorption and prebiotic fibre, Inulin, to promote the presence of beneficial gut bacteria. **Stool Firm** tablets contain calcium carbonate which helps to form a barrier along the gut assisting the natural balance of the digestive tract.



Directions for Use:

Animal Type	Weight Range	Recommended Amounts
Puppies	Up to 5 kg	1 tablet daily
	5 - 10 kg	2 tablets daily
Dogs	10 - 15 kg	3 tablets daily
	15 - 30 kg	4 tablets daily
	More than 30 kg	3 tablets twice daily

Composition: Calcium Carbonate, Yeast, Pumpkin Powder, Inulin, Pectin

Additives per Kg: Flavouring 12,000 mg, Koalin 18,000 mg.

Analytical Constituents: Crude Protein 14.8%, Crude Fibre 0.7%, Oils & Fats 2.7%, Ash 59.5% Moisture 4.2%.

Ingredients: Calcium carbonate, Yeast, Kaolin, Pumpkin powder, Inulin, Natural Flavouring, Pectin.

Guaranteed Analysis: Crude Protein (min.) 14.3 %, Crude Fat (min.) 2.4 %, Crude Fibre (max.) 1.0 %, Moisture (max.) 4.6 %, Ash (max.) 61.7 %.

Size: 45 Tablets

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



Improved
Nutrient Absorption



Firmer
Stools



Healthy
Intestine



NUTRI-VIT PLUS™

VITAMIN ENERGISER

VetIQ® Nutri-Vit Plus™ is a high calorie, tasty and nutritional supplement providing a range of essential vitamins and minerals for your cat or dog. These nutrients work together as an aid in maintaining your pet's overall health, providing extra energy and nutrition in an easily digestible paste. This is especially important, if your pet is not eating sufficient amounts of food or is convalescing after an illness or operation, Nutri-Vit Plus™ will help stimulate appetite and increase weight gain, thereby making your pet happy, healthy and energetic once again.



Directions for Use:

Dogs & Puppies: Give 1 teaspoon (5g) per 10 kg body weight daily. The paste can be given alone or in combination with regular food.

Composition: Derivatives of Vegetable Origin, Oils & Fats, Fish & Fish Derivatives, Minerals.

Additives per Kg: Technological Additives: Preservatives, Emulsifiers, Sensory Additives: Flavourings. Nutritional Additives: Vitamins & provitamins: Vitamin E (all-rac-alpha-tocopherol acetate) 1300 mg, Calcium D-Pantothenate 360 mg, Nicotinamide 350 mg, Thiamine Hydrochloride (Vitamin B1) 360 mg, Pyridoxine Hydrochloride (Vitamin B6) 250 mg, Vitamin A (retinyl acetate) 12000 IU, Riboflavin (Vitamin B2) 100 mg, Folic Acid 40 mg, Vitamin D3 1000 IU, Biotin 5 mg, Cyanocobalamin (Vitamin B12) 2 mg. Trace Elements: Manganese (Manganese Sulphate Monohydrate) 96 mg, Ferrous (Ferrous Sulphate Heptahydrate) 90 mg, Potassium (Potassium Iodide) 3mg, Zinc (Zinc Sulphate Heptahydrate) 37 mg, Copper (Copper (II) Sulphate Pentahydrate) 2.2 mg, Selenium (Sodium Selenite) 0.1g.

Analytical Constituents: Crude Protein 2.0 %, Crude Oils & Fats 41.7 %, Crude Fibre 7.2 %, Moisture 14.1 %, Crude Ash 1.3 %.

Ingredients: Malt Syrup, Petrolatum, Glycerine, Natural Flavourings, Acacia Gum, Cod Liver Oil, Vitamin E (all-rac-alpha-tocopherol acetate), Ferrous Sulphate Heptahydrate, Calcium D-Pantothenate, Nicotinamide, Thiamine Hydrochloride (Vitamin B1), Manganese Sulphate Monohydrate, Pyridoxine Hydrochloride (Vitamin B6), Vitamin A (retinyl acetate), Sorbic Acid, Zinc Sulphate Heptahydrate, Riboflavin (Vitamin B2), Folic Acid, Vitamin D3, Potassium Iodide, Cupric Sulphate Pentahydrate, Biotin, Cyanocobalamin (Vitamin B12), Sodium Selenite.

Guaranteed Analysis: Crude Protein (min.) 1.8%, Crude Fat (min.) 37.5%, Crude Fibre (max.) 7.9%, Ash (max.) 1.8% Moisture (max) 15.8%, Calcium (min.) 0.1%, Phosphorus (min.) 0.2%.

Calorie Content: 4700 kcal/kg or 24 kcal / teaspoon (5g).

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.

Size: 100g



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Healthy Immune System



Promotes A Healthy Appetite



Healthy Skin & Coat



Aids Efficient Metabolism & Digestion Of Food



- + Great tasting, high calorie paste for "Finicky Eaters"
- + Fortified with vitamins & minerals
- + Essential supplement for pets recovering after illness
- + With Biotin & Zinc for a healthy skin & coat



Directions for Use:

Kittens (over 8 weeks): ¼ teaspoon (1.2 g or 1.25 cm) daily.

Adult Cats: ½ teaspoon (2.5 g or 2.5 cm) daily. The paste can be given alone or in combination with regular food.

Composition: Derivatives of Vegetable Origin, Oils & Fats, Fish & Fish Derivatives, Minerals.

Additives per Kg: Preservatives, Emulsifiers, Flavouring.

Nutritional Additives: Vitamins & provitamins: Taurine 1600 mg, Vitamin E (all-rac-alpha-tocopherol acetate) 1300 mg, Calcium D-Pantothenate 360 mg, Nicotinamide 350 mg, Thiamine Hydrochloride (Vitamin B1) 384 mg, Pyridoxine Hydrochloride (Vitamin B6) 308 mg, Vitamin A 15400 IU, Riboflavin (Vitamin B2) 88.6 mg, Folic Acid 40 mg, Vitamin D3 1880 IU, Biotin 5 mg, Cyanocobalamin (Vitamin B12) 1.3 mg. Trace Elements: Manganese (Manganese Sulphate Monohydrate) 168mg, Ferrous (Ferrous Sulphate Heptahydrate) 90 mg, Potassium (Potassium Iodide) 1.9 mg, Zinc (Zinc Sulphate Heptahydrate) 57.6mg, Copper (Copper (II) Sulphate Pentahydrate) 2mg, Selenium (Sodium Selenite) 0.1mg

Analytical Constituents: Crude Protein 2.4%, Crude Oils & Fats 40.8%, Crude Fibre 6.1%, Moisture 11.7%, Ash 2.5%

Ingredients: Malt Syrup, Petrolatum, Glycerine, Natural Flavouring, Acacia Gum, Cod Liver Oil, Cyanocobalamin (Vitamin B12), Taurine, Vitamin E (all-rac-alpha-tocopherol acetate), Thiamine Hydrochloride (Vitamin B1), Manganese Sulphate Monohydrate, Sorbic Acid, Ferrous Sulphate Heptahydrate, Nicotinamide, Calcium D-Pantothenate, Pyridoxine Hydrochloride (Vitamin B6), Magnesium Sulphate Heptahydrate, Zinc Sulphate, Riboflavin (Vitamin B2), Folic Acid, Vitamin A, Cupric Sulphate Pentahydrate, Potassium Iodide, Biotin, Vitamin D3, Sodium Selenite.

Guaranteed Analysis: Crude Protein (min.) 2.2%, Crude Fat (min.) 36.7%, Crude Fibre (max.) 6.8%, Ash (max.) 4.0%, Moisture (max) 13.1, Calcium (min.) 0.1%, Phosphorus (min.) 0.2%.

Calorie Content: 4829.5kcal/kg or 24.15kcal/ teaspoon (5g).

Size: 70g



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URINARY CARE PASTE

URINARY TRACT HEALTH

- + Helps support a healthy urinary tract & aids in maintaining healthy urinary pH
- + Ideal for cats with feline urological syndrome and in dogs which are prone to forming struvite stones
- + Helps to reduce build-up and recurrence of struvite stones
- + Highly palatable

VetIQ® Urinary Care Paste is a safe, gentle way to naturally maintain a healthy urinary tract. It contains DL-Methionine which acidifies the urinary pH & is also designed to help dissolve struvite urinary crystals and stones & helps reduce the risk of urinary stones recurring. This easily administered & palatable paste also contains a natural cranberry extract. Urinary Care Paste can be used in cats with feline urological syndrome and in dogs which are prone to forming struvite stones.



Directions for Use:

Dissolution of struvite stones

Animal Type	Weight Range	Recommended Amounts
Cats	Up to 2.5 kg	½ teaspoon twice daily
	2.5 kg +	1 teaspoon twice daily
Dogs	Up to 10 kg	2 teaspoons twice daily
	10kg +	3 teaspoons twice daily

Reduction of struvite stone recurrence

Animal Type	Weight Range	Recommended Amounts
Cats	Up to 2.5 kg	½ teaspoon twice every 2 nd day
	2.5 kg +	1 teaspoon twice every 2 nd day
Dogs	Up to 10 kg	2 teaspoons twice every 2 nd day
	10kg +	3 teaspoons twice every 2 nd day

Composition: Cereals, Oils and Fats, Fruit (Vaccinium Macrocarpon: Cranberry Extract 12,500mg/Kg)

Additives per Kg: Sensory Additives: Flavours. Technological Additives: Preservatives, Emulsifier. Nutritional Additives: DL-Methionine 80,000mg, Taurine 360mg, Vitamin E 121mg.

Analytical Constituents: Crude protein 6.6%, Crude Fat <0.5%, Crude Fibre 0.2%, Moisture 46.4%, Crude Ash 1.1%, DL-Methionine 8%, Calcium 0.01%, Phosphorus 0.2%, Potassium 0.01%, Sulphur 0%, Chlorides 0%, Magnesium 0%, Sodium 0%, Sucrose 0%.

Ingredients: Malt Extract, Glycerine, DL-Methionine, Xanthan Gum, Vaccinium Macrocarpon (Cranberry Extract), Calcium Lactate, Caramel, Lactic Acid, Flavours, Taurine, Vitamin E.

Guaranteed Analysis: Crude Protein min 6.3%, Crude Fat min 0.5%, Crude Fibre max 0.5%, Moisture max 52%, Ash max 1.6%, DL-Methionine min 8%, Calcium min 0.01%, Phosphorus min 0.2%.



Healthy Heart & Vision



Reduces Build-up & Recurrence of Struvite Stones



Supports a Healthy Urinary Tract

Size: 100g

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



SENIOR Care

SUPERIOR SENIOR SUPPLEMENT

- + Targeted support for ageing joints
- + Supports the needs of older pets
- + Maintains immune & brain health
- + With Chondroitin, Glucosamine, Green Lipped Mussel & Ginseng

As pets get older their nutritional needs change. **VetIQ® Senior Care** is a unique concentrated source of natural active ingredients, specially formulated to help provide superior health support for cats & dogs aged 6 years and over. **Senior Care** contains Chondroitin, Glucosamine and Green Lipped mussel and is specifically designed to deliver targeted support for ageing joints. **Senior Care** also contains a full complement of vitamins, amino acids, minerals and Ginseng, which are proven to help maintain the immune system and aids in increasing energy and stamina during physical activity, which is necessary for ageing pets. It also provides a daily requirement of nutrients that may be missing from diets due to lowered food intake or loss of appetite.



Directions for Use:

Animal Type	Weight Range	Recommended Amounts	Pack Duration (days)*
Cat	Up to 2.5 kg	½ tablet daily	90 days
	Over 2.5 kg	1 tablet daily	45 days
Dogs & Puppies	Up to 10 kg	2 tablet daily	22 days
Dogs	10 to 30 kg	3 tablet daily	15 days
	30 kg +	4 tablet daily	11 days

Composition: Calcium Carbonate, Brewers Yeast, Magnesium Carbonate, Dicalcium Phosphate, Glucosamine (1.2%), Chondroitin Sulphate (0.6%), Cranberry Extract (0.6%), Green Lipped Mussel.

Additives per Kg: Additives: Vitamins: Vitamin B5 453 mg, Vitamin C 453 mg, Vitamin E 338 mg, Vitamin B3 226 mg, Vitamin B1 226 mg, Vitamin B6 226 mg, Vitamin B2 182 mg, Vitamin A 22,989 IU, Vitamin D3 19,540 IU, Vitamin B12 1 mg, Biotin Trace. Amino Acids: Taurine 230 mg, Trace Element: Zinc Sulphate Heptahydrate 136 mg, Selenised Yeast (inactive) 226 mg, Flavouring, Ginseng Extract, Acacia.

Analytical Constituents: Crude Protein 3.1%, Fat Content 2.2%, Crude Fibre 0.7%, Moisture 1.0%, Ash 85.3%, Calcium 32.6%, Phosphorus 0.5%, Sodium 0.1%.

Ingredients: Calcium Carbonate, Dicalcium Phosphate, Brewers Yeast, Acacia, Flavouring, Glucosamine, Chondroitin Sulphate, Cranberry extract, Magnesium Carbonate, Ginseng Extract, Vitamin B5, Vitamin C, Vitamin E, Taurine, Vitamin B3, Vitamin B1, Vitamin B6, Selenised Yeast, Vitamin B2, Zinc Sulphate Heptahydrate, Vitamin A, Vitamin D3, Green Lipped Mussel, Vitamin B12, Biotin.

Guaranteed Analysis: Crude Protein (min) 2.8%, Crude Fat (min) 2.0%, Crude Fibre (max) 1.0%, Moisture (max) 1.1%, Ash (max) 88.3%, Calcium (min) 28.7%, Phosphorus (min) 0.4%, Sodium (min) 0.1%.

Size: 45 Tablets

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.





green-um™

LAWN BURN SOLUTION

- + Helps prevent yellow spots appearing on your lawn
- + Contains the plant extract Yucca Schidigera, which helps bind nitrogen in the dog's urine
- + Contains essential B Vitamins & Amino Acids
- + Used & trusted for over 15 years

VetIQ® Green-UM® Lawn Burn Solution contains active ingredients which are specially formulated to control nitrogen waste products in your dog's urine to help prevent unsightly yellow spots appearing on your lawn.

This effective supplement also contains the plant extract Yucca Schidigera, which helps bind nitrogen in the dog's urine. It also contains essential B Vitamins and amino acids. The product performs best when administered in conjunction with a protein controlled diet.



Directions for Use:

Dog Size	Weight Range	Recommended Amounts
0 - 22 lbs	0 - 10 kg	1 tablet daily
23 - 44 lbs	11 - 20 kg	2 tablets daily
45 - 66 lbs	21 - 30 kg	3 tablets daily
67 - 88 lbs	31 - 40 kg	4 tablets daily
89 - 110 lbs	41 - 50 kg	5 tablets daily
111 - 132 lbs	51 - 60 kg	6 tablets daily

Composition: Brewers Yeast, Calcium Carbonate, Yucca Schidigera

Additives: Natural Flavouring.

Nutritional Additives: DL-Methionine 67,000 mg

Analytical Constituents: Crude Protein 33.3%, Fat Content 5.3%, Crude Ash 23.9%, Crude Fibre 0.4%, Moisture 3.4%.

Ingredients: Brewers Dried Yeast, Calcium Carbonate, DL-Methionine, Yucca Schidigera Extract, Natural Flavour.

Guaranteed Analysis: Crude Protein (min.) 30.0%, Crude Fat (min.) 4.8%, Crude Fibre (max.) 0.5%, Moisture (max.) 4.1%, Ash (max.) 28.7%, Methionine (min.) 6.7%.

Size: 100, 175 & 350 Tablets

Storage Conditions:

Store in a cool, dry place, away from direct sunlight.



Amino Acid



B Vitamins



Yucca Schidigera Plant Extract





Lawn Care

“Happy Cats!”

“All four of my cats love these and as they groom each other a lot, these help the hair to work through the body instead of getting stuck in the gut and causing constipation due to matted hair in their faeces. These treats are an easier way of helping get rid of the hair, rather than trying to persuade them to lick the medication from a tube, or putting it on their paws to lick and they end up flicking it off!

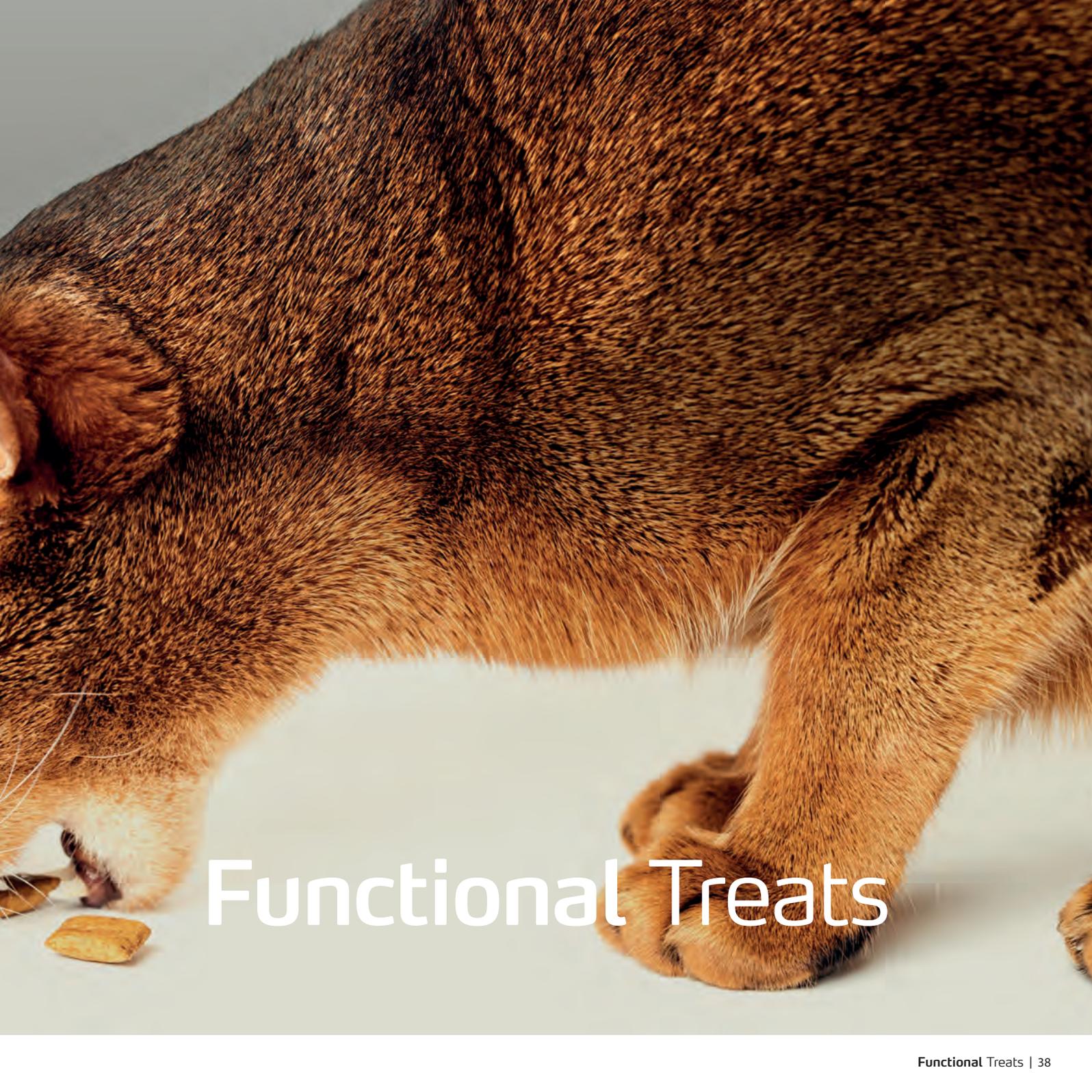
I would definitely recommend them, my cats love them...”

HEALTHYBITES



Karen - Amazon Customer





Functional Treats

HEALTHY TREATS



with
real salmon



with
real chicken



with
real duck



with
real chicken



with
real chicken

skin&coat

Helps dry skin & helps reduce excessive shedding, while also promoting a healthy skin & coat. Contains Omega 3 & 6, Vitamins, Zinc & Biotin for a healthy, happy pet.



Helps reduce excess shedding



For a healthy skin & shiny coat



7 50826 00121 6

teething



Treats designed with Clove, Peppermint & Chamomile oils, to provide soothing relief from teething. Also helps reduce unwanted & destructive chewing.



With Clove Oil & Chamomile Oil to soothe irritated gums



No added sugars



7 50826 00345 6

breath & dental

Helps control plaque & tartar build-up, whilst also promoting clean teeth & healthy gums. Contains Parsley Seed & Peppermint Oils for fresh breath.



For Clean Teeth & Healthy gums



Helps control plaque & tartar build-up



7 50826 00247 3

nutri-booster

Nutritious treats rich in calcium, prebiotic fibre & antioxidants for the best start to a puppy's life.



With Calcium for healthy teeth & bone development



Source of Prebiotic fibre for healthy digestion



7 50826 00335 7

joint & hip

Treats containing a unique blend of Glucosamine, Chondroitin & MSM which help support and maintain mobility in joints and the overall condition and flexibility of your pet.



Contains MSM for joint & connective tissue support



With Glucosamine and Chondroitin which are essential for healthy cartilage in joints



7 50826 00590 0

for **dogs & puppies** from **4 weeks of age**

We at Mark + Chappell are as passionate about canine health as you are. Our promise to you is to promote your dog's well-being at all times. These scrumptious treats contain a dry outer shell with a delicious cream-filled centre, containing lots of natural goodness for healthy, happy pets.



with **real chicken**



with **real turkey**



with **real chicken**

intestinal aid

Contains a patented blend of brown, green and red seaweeds with scientifically proven active ingredients which help to maintain all areas of intestinal health whilst also being gentle on your pet's gut & digestive system.



Natural control of intestinal hygiene



With seaweed containing natural Kainic acid

flea guard

These delicious treats contain a unique blend of ingredients which help repel fleas & ticks naturally, whilst also containing B vitamins & Omega 3 & 6 fatty acids.



Helps deter fleas and ticks naturally



With coconut oil

calming

These scrumptious treats contain a unique blend of lemon balm, chamomile and the amino acid, L-Tryptophan to naturally calm and soothe your pet (e.g. home alone, noise phobia, hyperactivity).



Naturally calms & soothes with Chamomile & Lemon Balm



Improves concentration during puppy & obedience training



HEALTHYBITES



with **cheese & catnip**

URINARY CARE

-  With Cranberry for a healthy urinary tract
-  Source of prebiotic fibre to assist digestion
-  Suitable for sterilised cats



with **real chicken**

HAIRBALL REMEDY

-  Helps to prevent and remove hairballs
-  Supports a healthy digestive system
-  High in Omega 3 & 6



with **real duck**

BREATH & DENTAL

-  Helps prevent the formation of plaque
-  Contains parsley seed and clove leaf oil for fresh breath
-  Helps reduce tartar build up



for **cats & kittens** from **8 weeks of age**

We at Mark + Chappell are as passionate about feline health as you are. Our promise to you is to promote your cat's well-being at all times. These scrumptious treats contain a dry outer shell with a delicious cream-filled centre, containing lots of natural goodness for healthy, happy pets.



with **real salmon**

NUTRI BOOSTER



With Antioxidants to support immune system



Taurine for healthy heart & vision development



Source of prebiotic fibre to assist digestion



with **real chicken**

GROWTH SUPPORT



Contains Chia and Alfalfa, natural sources of calcium to aid bone development



Contains Chondroitin Sulphate and Glucosamine



High in protein to support healthy growth



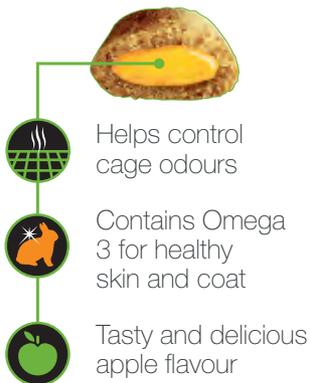
HEALTHYBITES

for small animals

Healthy Bites have been formulated by animal nutritionists to promote your pets' wellbeing. Combining the finest natural ingredients with the latest pet treat technology, each treat is comprised of a delicious crispy cereal shell with a health enhancing cream-filled centre.



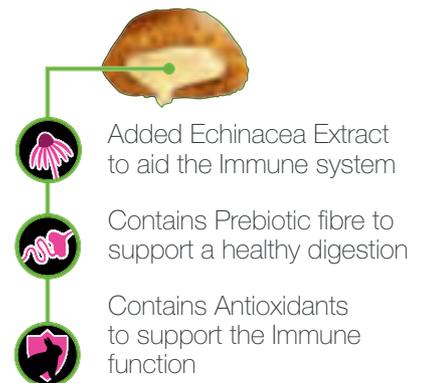
Odour Care



Nutri Care



Immunity Care



coming soon...

...line extensions full of **delicious flavours**





“Quality pet treat...”

“Top quality treat and a great way of bonding with your pet. My pet rabbit runs over to me and stands up on her back legs asking for one as soon as I rustle the packet!”

NIBBLOTS



Lee Stuart - Amazon Customer

”



Tasty treats

feline happy



Feline Happy bites are gourmet treats made with wholesome ingredients. Not only are they absolutely scrumptious but they're healthy too, with no artificial anything!

Each bite has a crispy shell and soft creamy centre that are truly irresistible.



- No Nasty's - No artificial anything
- Crunchy and creamy bites with tasty Salmon, chicken or duck
- Contains healthy canola oil Omega 3 & 6
- High meat content
- With added vitamins and minerals
- Enhanced palatability system
- Only 2 calories per treat



ALFIE'S DINER

There's no treat finer than Alfie's Diner...

Alfie's Diner are gourmet treats made with wholesome ingredients. Not only are they absolutely scrumptious but they're healthy too, with no artificial anything! Each treat has a crispy shell and soft creamy centre that is truly irresistible.

- No Nasty's - No artificial anything
- Crunchy and creamy bites with tasty Salmon, chicken or turkey
- Contains healthy canola oil Omega 3 and 6
- Soya free
- With added vitamins and minerals
- Enhanced palatability system
- Only 5 calories per treat



7 50826 00566 5



7 50826 00565 8



7 50826 00567 2

Natural goodness

NEW

M+C are delighted to announce the addition of a new Tropical flavour to their delicious Nibblots™ range.

- With Omega 3 which is beneficial for skin and coat
- No artificial colours or preservatives
- Contains real pineapple
- With added vitamins A, E & D3



for small animals

VetiQ Nibblots™ are tasty treats for small animals.

They comprise of a crispy cereal shell which contains a soft fruity centre with a choice of Apple, Carrot, Berry or new Tropical flavour.

They also contain a source of Omega 3 and vitamins to help promote a healthy skin and coat and can help to create bonding between pet and owner.

Also available in the **NIBBLOTS™** range...



Comes in four tasty flavours!

Mark+
Chappell

Health for Pets

A pet's wellbeing is at the heart of everything we do...

European Headquarters

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