



Expert Pet Nutrition™

ADVANCE™

Technical Manual

Expert Pet Nutrition™
ADVANCE™



ADVANCE™ is scientifically formulated to help improve pet health.

ADVANCE™ products use global science, Australian know how and local ingredients where possible to make the best pet food we can.

ADVANCE™ products are manufactured by MARS Petcare with over 50 years of manufacturing experience in Australia. ADVANCE™ products are one of the most tested super premium pet foods in Australia, one of the reasons why it is the food of choice for top breeders and professional dog groups.

ADVANCE™ products provide complete and balanced nutrition for the various life-stages, substantiated by testing, in accordance with procedures established by AAFCO and WALTHAM.

Expert Pet Nutrition™
ADVANCE™



Canine Range

ADVANCE™ Dog Dry Range

ADVANCE™ Dog Wet Range

Choosing the right ADVANCE™ product for your dog

Lifestage

For dogs with no specific health concerns, choose a lifestage formula based on their age and breed size.

PUPPY



Small Breed
Weaning to
12 months



Medium Breed
Weaning to
15 months



Large Breed
Weaning to
21 months



CHICKEN

ADULT



Small Breed
1 year to
8 years



Medium Breed
1 year to
6 years



Large Breed
21 months to
5 years



CHICKEN

OR



TURKEY

OR



LAMB

HEALTHY AGEING



Small Breed
From 8
years



Medium Breed
From 6
years



Large Breed
From 5
years



CHICKEN

Specific Need

For dogs with a specific health concern, choose a formula based on the dog's need.



HEALTHY
WEIGHT



Small Breed



Medium Breed



Large Breed



CHICKEN



TRIPLE ACTION
DENTAL CARE



Small Breed



Medium Breed



Large Breed



CHICKEN



MOBILITY



Small Breed



Medium Breed



Large Breed



CHICKEN



SENSITIVE SKIN
& DIGESTION



All Breed



ACTIVE



All Breed



SALMON



CHICKEN

Choosing the right ADVANCE™ product for your dog

Breed Groups

For Retriever, Shepherd, Terrier, Oodle (Poodle cross) or Maltese cross dogs, choose a Breed Group formula which has been developed to support common health issues within that breed group.

RETRIEVERS



CHICKEN & SALMON

All Retrievers

SHEPHERDS



TURKEY

All Shepherds

TERRIERS



Small Terriers



Medium Terriers



TURKEY

OODLES



Puppy Oodles



TURKEY



Small Oodles



Large Oodles



SALMON

MALTESE CROSSES



Maltese Crosses




TURKEY

ADVANCE™ Canine Dry Range



		Rehydratable Kibble	Omega 3 & 6 Plus Zinc	Skin Barrier Nutrients	Natural Colostrum	Fermentable Prebiotic Fibre	Antioxidant Vitamin E	Freeze Dried Green Lipset Mussel Powder	Controlled Mineral Level	Omega 3 DHA & Choline	Omega 3 DHA & Choline	Balanced Calories and Calcium to Phosphorus Ratio	Tartar Reduction Formula	Kibble Technology	Natural Plant Extract	Joint Health Nutrients	Modified Fat Content	L-Carnitine	Suitable for Pregnancy/Lactation	High Protein and High Energy	Heart Health Nutrients
ADVANCE™ Dry Range																					
Small Breed	Puppy Rehydratable Small Breed - Chicken with Rice	✓	✓		✓	✓	✓		✓										✓		
	Adult Small Breed - Chicken with Rice		✓			✓	✓		✓				✓								
	Adult Small Breed - Turkey with Rice		✓			✓	✓		✓				✓								
	Adult Small Breed - Lamb with Rice		✓			✓	✓		✓				✓								
	Healthy Ageing Small Breed - Chicken with Rice		✓			✓		✓		✓			✓			✓					
	Healthy Weight Small Breed - Chicken with Rice		✓			✓		✓					✓			✓	✓				
	Triple Action Dental Care Small Breed - Chicken with Rice		✓			✓							✓	✓	✓						
	Mobility Small Breed - Chicken with Rice		✓			✓	✓	✓							✓		✓				
Medium Breed	Puppy Medium Breed - Chicken with Rice		✓		✓	✓	✓		✓										✓		
	Adult Medium Breed - Chicken with Rice		✓			✓	✓		✓					✓							
	Adult Medium Breed - Turkey with Rice		✓			✓	✓		✓					✓							
	Adult Medium Breed - Lamb with Rice		✓			✓	✓		✓					✓							
	Healthy Ageing Medium Breed - Chicken with Rice		✓			✓		✓		✓				✓			✓				
	Healthy Weight Medium Breed - Chicken with Rice		✓			✓		✓						✓			✓	✓			
	Triple Action Dental Care Medium Breed - Chicken with Rice		✓			✓	✓						✓	✓	✓						
	Mobility Medium Breed - Chicken with Rice		✓			✓	✓	✓								✓		✓			
All Breed	Active All Breed - Chicken with Rice		✓			✓		✓						✓					✓	✓	
	Sensitive Skin & Digestion All Breed - Salmon with Rice		✓	✓	✓	✓	✓							✓							
Large Breed	Puppy Large Breed - Chicken with Rice		✓		✓	✓		✓		✓											
	Adult Large Breed - Chicken with Rice		✓			✓	✓	✓						✓							✓
	Adult Large Breed - Turkey with Rice		✓			✓	✓	✓						✓							✓
	Adult Large Breed - Lamb with Rice		✓			✓	✓	✓						✓							✓
	Healthy Ageing Large Breed - Chicken with Rice		✓			✓		✓		✓						✓					✓
	Healthy Weight Large Breed - Chicken with Rice		✓			✓		✓								✓	✓				✓
	Triple Action Dental Care Large Breed - Chicken with Rice		✓			✓		✓					✓	✓	✓						
	Mobility Large Breed - Chicken with Rice		✓			✓	✓	✓								✓		✓			

ADVANCE™ Canine Dry Range



		Rehydratable Kibble	Omega 3 & 6 Plus Zinc	Skin Barrier Nutrients	Natural Colostrum	Fermentable Prebiotic Fibre	Antioxidant Vitamin E	Freeze Dried Green Lipped Mussel Powder	Controlled Mineral Level	Omega 3 DHA & Choline	Omega 3 DHA & Choline	Balanced Calories and Calcium to Phosphorus Ratio	Tartar Reduction Formula	Kibble Technology	Natural Plant Extract	Tempts Fussy Eaters	Modified Fat Content	L-Carnitine	Suitable for Pregnancy/Lactation	Healthy Eyes and Vision	Heart Health Nutrients	Healthy Gum Formula	High Protein and High Energy
ADVANCE™ Dry Range																							
Breed Groups	Retrievers - Chicken & Salmon with Rice		✓	✓			✓									✓	✓			✓			
	Shepherds - Turkey with Rice		✓		✓	✓	✓					✓								✓			
	Small Terriers - Turkey with Rice		✓	✓		✓	✓		✓			✓											
	Medium Terriers - Turkey with Rice		✓	✓		✓	✓	✓					✓										
	Puppy Oodles - Turkey with Rice		✓	✓	✓	✓			✓											✓			
	Small Oodles - Salmon with Rice		✓			✓	✓		✓			✓								✓			
	Large Oodles - Salmon with Rice		✓	✓		✓		✓					✓							✓			
	Maltese Crosses - Turkey with Rice		✓	✓		✓									✓				✓		✓		





Small Breed

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ADVANCE™ PUPPY REHYDRATABLE SMALL BREED – Chicken with Rice

- An ideal weaning food thanks to the small and highly absorbent kibble that may be soaked prior to feeding.
- Formulated for growth feeding (weaning to 1 year) of toy and small breeds.
- Suitable for pregnancy and lactation.
- Can also be fed without prior soaking of the kibble.

LIFE-STAGE: Reproduction and Growth

FEEDING DAYS: Based on small breed puppy (5 kg when adult) at 2 months of age:

800 g bag = 9 days, 3 kg bag = 37 days, 8 kg bag = 98 days

INGREDIENTS: Chicken Meal; Maize Gluten; Chicken Fat; Sorghum; Rice; Maize; Natural Flavour (Chicken); Vitamins and Minerals; Dried Beet Pulp; Sunflower Oil; Turkey Meal; Salt; Inulin; Fish Oil; Colostrum; Antioxidants.



Rehydratable Kibble

Highly absorbent kibble that may be rehydrated and softened prior to feeding – ideal for weaning and whenever a soft meal is needed.



Natural Colostrum

Helps support gut development, nutritional uptake and growth. Helps minimise the risk of digestive upsets.



Omega 3 DHA and Choline

Supports healthy vision and brain development, to help encourage a puppy's learning.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Approx size



Available in 800 g, 3 kg & 8 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	31.5 %	79.7 g
Fat, crude	21.0 %	53.2 g
Moisture	8.5 %	21.5 g
Ash	9.0 %	22.8 g
Calcium	1.5 %	3.8 g
Phosphorus	1.1 %	2.8 g
DHA (min.)	0.03 g	0.08 g
Choline (min.)	154.4 mg	391 mg
Vitamin E (min.)	50 IU	126 IU
Zinc (min.)	11.4 mg	28.8 mg
Linoleic Acid (min.)	1.5 g	3.8 g
Omega 3 (min.)	0.12 g	0.30 g
Omega 6 (min.)	1.5 g	3.8 g

Average Metabolisable Energy 395 kJ/100 grams

Daily Feeding Guide

Predicted Adult Weight	2 mths	4 mths	6 mths	9 mths	12 mths	
2 kg	1/3	1/3	1/2	Adult	Adult	cups/day
4 kg	2/3	3/4	3/4	Adult	Adult	
6 kg	3/4	1	1	1	Adult	
8 kg	1	1 1/3	1 1/3	1 1/3	Adult	
10 kg	1	1 1/2	1 2/3	1 2/3	Adult	
15 kg	1 1/2	2	2 1/4	2	Adult	

1 standard metric cup (250 ml) = 115 grams

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ADVANCE™ ADULT SMALL BREED

– Chicken with Rice

- Formulated for adult maintenance feeding (1-8 years) of toy and small breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 5 kg adult dog inactive feeding guide:
800 g bag = 10 days, 3 kg bag = 39 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Chicken Fat; Rice Flour; Dried Beet Pulp; Natural Flavour (Chicken); Turkey Meal; Vitamins and Minerals; Salt; Sunflower Oil; Inulin; Sodium Tripolyphosphate; Antioxidants; Amino Acids (incl. Methionine).



Tempts Fussy Eaters

High quality ingredients and a great tasting formulation - guaranteed to tempt even the fussiest eaters.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Approx size



Available in 800 g, 3 kg & 8 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	64.0 g
Fat, crude	17.0 %	45.3 g
Moisture	8.5 %	22.7 g
Ash	8.0 %	21.3 g
Vitamin E (min.)	50 IU	133 IU
Zinc (min.)	8.6 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.2 g	3.2 g

Average Metabolisable Energy 375 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
2.5 kg	½	½
5 kg	⅔	¾
7.5 kg	1	1 ¼
10 kg	1	1 ½
12.5 kg	1 ½	1 ¾
15 kg	1 ¾	2

1 standard metric cup (250 ml) = 115 grams

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ADVANCE™ ADULT SMALL BREED

– Turkey with Rice

- Formulated for adult maintenance feeding (1-8 years) of toy and small breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 5 kg adult dog inactive feeding guide:
3 kg bag = 39 days, 8 kg bag = 104 days

INGREDIENTS: Turkey Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Chicken Meal; Dried Beet Pulp; Natural Flavour (Chicken); Vitamins and Minerals; Salt; Sunflower Oil; Inulin; Sodium Tripolyphosphate; Antioxidants; Amino Acids (incl. Methionine).



Tempts Fussy Eaters

High quality ingredients and a great tasting formulation - guaranteed to tempt even the fussiest eaters.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Approx size



Available in 3 kg & 8 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	64.0 g
Fat, crude	17.0 %	45.3 g
Moisture	8.5 %	22.7 g
Ash	8.0 %	21.3 g
Vitamin E (min.)	50 IU	133 IU
Zinc (min.)	8.6 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.2 g	3.2 g

Average Metabolisable Energy 375 kcals/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
2.5 kg	½	½
5 kg	⅔	¾
7.5 kg	1	1 ¼
10 kg	1	1 ⅓
12.5 kg	1 ½	1 ⅔
15 kg	1 ⅔	1 ¾

1 standard metric cup (250 ml) = 115 grams

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ADVANCE™ ADULT SMALL BREED

– Lamb with Rice

- Formulated for adult maintenance feeding (1-8 years) of toy and small breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 5 kg adult dog inactive feeding guide:
3 kg bag = 39 days, 8 kg bag = 104 days

INGREDIENTS: Lamb and/or Sheep Meal; Rice; Rice Flour; Sorghum; Chicken Fat; Chicken Meal; Maize Gluten; Natural Flavour (Chicken); Dried Beet Pulp; Vitamins and Minerals; Salt; Turkey Meal; Sunflower Oil; Inulin; Sodium Tripolyphosphate; Antioxidants; Amino Acids (incl. Methionine).



Tempts Fussy Eaters

High quality ingredients and a great tasting formulation – guaranteed to tempt even the fussiest eaters.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Approx size



Available in 3 kg & 8 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	64.0 g
Fat, crude	17.0 %	45.3 g
Moisture	8.5 %	22.7 g
Ash	8.0 %	21.3 g
Vitamin E (min.)	50 IU	133 IU
Zinc (min.)	8.6 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.2 g	3.2 g

Average Metabolisable Energy 375 kcals/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
2.5 kg	½	½
5 kg	⅔	¾
7.5 kg	1	1 ¼
10 kg	1	1 ⅓
12.5 kg	1 ½	1 ⅔
15 kg	1 ⅔	1 ¾

1 standard metric cup (250 ml) = 115 grams

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ADVANCE™ HEALTHY AGEING SMALL BREED – Chicken with Rice

- Formulated for adult maintenance feeding of mature (8 years plus) toy and small breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 5 kg adult dog inactive feeding guide:
3 kg bag = 39 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Dried Beet Pulp; Natural Flavour (Chicken); Sunflower Oil; Turkey Meal; Vitamins and Minerals; Salt; Inulin; Fish Oil; Sodium Tripolyphosphate; Green Lipped Mussel Powder; Antioxidants; Amino Acids (incl. Methionine).



Approx size

Available in a 3 kg bag.



Omega 3 DHA and Choline

Helps maintain brain function to support healthy ageing.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Tailored Fat Content

High quality protein helps maintain muscle mass, while a tailored fat content helps support a healthy bodyweight when fed as directed.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	67.6 g
Fat, crude	13.0 %	36.6 g
Moisture	8.5 %	23.9 g
Ash	8.3 %	23.3 g
DHA (min.)	0.04 g	0.1 g
Vitamin E (min.)	50 IU	140 IU
Zinc (min.)	8.1 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Omega 3 (min.)	0.10 g	0.28 g
Omega 6 (min.)	1.2 g	3.2 g
Chondroitin (min.)	2 mg	5.6 mg
Glucosamine (min.)	5 mg	14.1 mg

Average Metabolisable Energy 355 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
2.5 kg	½	½
5 kg	⅔	¾
7.5 kg	1	1 ¼
10 kg	1 ¼	1 ½
12.5 kg	1 ½	1 ¾
15 kg	1 ⅔	2

1 standard metric cup (250 ml) = 115 grams

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ADVANCE™ HEALTHY WEIGHT SMALL BREED – Chicken with Rice

- Formulated to help restrict weight gain in adult toy and small breeds, when fed as directed.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 5 kg adult dog weight reduction feeding guide:
2.5 kg bag = 37 days

INGREDIENTS: Rice; Chicken Meal; Sorghum; Dried Beet Pulp; Natural Flavour (Chicken); Chicken Fat; Sunflower Oil; Turkey Meal; Salt; Vitamins and Minerals; Sodium Tripolyphosphate; Inulin; Green Lipped Mussel Powder; Amino Acids (incl. Methionine); Antioxidants; L-Carnitine.



Reduced Fat Content*

High quality protein helps maintain muscle mass. Reduced fat content helps restrict weight gain when fed as directed.
*20% less fat than Small Breed Adult Chicken with Rice



L-Carnitine

Helps turn fat into energy. Encourages healthy bodyweight by supporting metabolism and maintaining lean muscle mass.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Approx size



Available in a 2.5 kg bag.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25.0 %	73.5 g
Fat, crude (min.)	9.0 %	27.9 g
Fat, crude (max.)	13.0 %	38.2 g
Moisture	8.5 %	25.0 g
Ash	8.0 %	23.5 g
Vitamin E (min.)	50 IU	147 IU
Zinc (min.)	7.9 mg	23 mg
Linoleic Acid (min.)	1.1 g	3.2 g
Omega 3 (min.)	0.10 g	0.29 g
Omega 6 (min.)	1.1 g	3.2 g
L-Carnitine (min.)	5 mg	14.7 mg
Chondroitin (min.)	2 mg	5.8 mg
Glucosamine (min.)	5 mg	14.7 mg

Average Metabolisable Energy 340 kcals/100 g

Daily Feeding Guide

Weight of Dog	Weight Maintenance	Weight Reduction
	cups/day	cups/day
2.5 kg	½	½
5 kg	¾	⅔
7.5 kg	1	¾
10 kg	1 ½	1
12.5 kg	1 ⅔	1 ½
15 kg	2	1 ⅔

1 standard metric cup (250 ml) = 100 grams

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ADVANCE™ TRIPLE ACTION DENTAL CARE SMALL BREED – Chicken with Rice

- Formulated to promote dental health in adult toy and small breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 5 kg adult dog inactive feeding guide:
2.5 kg bag = 33 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Chicken Fat; Rice Flour; Dried Beet Pulp; Natural Flavour (Chicken); Turkey Meal; Vitamins and Minerals; Salt; Sunflower Oil; Inulin; Sodium Tripolyphosphate; Antioxidants; Amino Acids (incl. Methionine); Plant Extracts (source of Catechins).



Approx size

Available in a 2.5 kg bag.



Tempt Fussy Eaters

High quality ingredients and a great tasting formulation
- guaranteed to tempt even the fussiest eaters.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Natural Plant Extract

Contains catechins which help to freshen the breath by inhibiting the growth of bacteria.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	64.0 g
Fat, crude	17.0 %	45.3 g
Moisture	8.5 %	22.7 g
Ash	8.0 %	24.0 g
Vitamin E (min.)	50 IU	133 IU
Zinc (min.)	8.6 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.2 g	3.2 g

Average Metabolisable Energy 375 kcals/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
2.5 kg	½	½
5 kg	⅔	¾
7.5 kg	1	1 ¼
10 kg	1	1 ⅓
12.5 kg	1 ½	1 ⅔
15 kg	1 ⅔	1 ¾

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ MOBILITY ADULT SMALL BREED – Chicken with Rice

- Formulated to support bone and joint health in small breed adult dogs.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 5 kg adult dog inactive feeding guide:
2.5 kg bag = 33 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Natural Flavour (Chicken); Dried Beet Pulp; Turkey Meal; Chicken Fat; Sunflower Oil; Fructo-oligosaccharides; Salt; Vitamins and Minerals; Fish Oil; Sodium Tripolyphosphate; Inulin; Green Lipped Mussel Powder; Antioxidants; Amino Acids (incl. Methionine); L-Carnitine.



Fructo-oligosaccharide Prebiotic

Formulated with Fructo-oligosaccharide, natural prebiotic fibre to help promote the colonisation of beneficial bacteria in the digestive tract to help maintain a healthy gut microbiome.



Healthy Bone Support

Vitamin D, Phosphorus and Calcium to help support and maintain healthy bones and joints.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Joint Health Nutrients

Enhanced levels of Manganese, Omega 3 and Calcium to help support bone structure and joint cartilage to maintain healthy joints.



L-Carnitine

Helps turn fat into energy. Encourages healthy bodyweight by supporting metabolism and maintaining lean muscle mass.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Approx size



Available in a 2.5 kg bag.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25 %	72.5 g
Fat, crude	12 %	34.8 g
Moisture	8.5 %	24.6 g
Ash	8.0 %	23.2 g
Vitamin E (min.)	79 IU	229 IU
Zinc (min.)	8.7 mg	25.2 mg
Linoleic Acid (min.)	1.3 g	3.8 g
Omega 3 (min.)	0.20 g	0.58 g
Omega 6 (min.)	1.3 g	3.8 g
L-Carnitine (min.)	4.3 mg	12.5 mg
Chondroitin (min.)	2 mg	5.8 mg
Glucosamine (min.)	5 mg	14.5 mg

Average Metabolisable Energy 375 kcals/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
2.5 kg	½	⅔
5 kg	¾	1
7.5 kg	1 ¼	1 ⅓
10 kg	1 ½	1 ⅔
12.5 kg	1 ⅔	2
15 kg	2	2 ¼

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™



Medium Breed

Expert Pet Nutrition™
ADVANCE™

ADVANCE™ PUPPY MEDIUM BREED

– Chicken with Rice

- Formulated for growth feeding (weaning to 15 months) of medium breeds.
- Suitable for pregnancy and lactation.

LIFE-STAGE: Reproduction and Growth

FEEDING DAYS: Based on medium breed puppy (15 kg when adult) at 2 months of age:
800 g bag = 4 days, 3 kg bag = 17 days, 15 kg bag = 87 days

INGREDIENTS: Chicken Meal; Rice; Maize Gluten; Sorghum; Chicken Fat; Dried Beet Pulp; Natural Flavour (Chicken); Turkey Meal; Vitamins and Minerals; Sunflower Oil; Salt; Inulin; Fish Oil; Colostrum; Antioxidants.



Natural Colostrum

Helps support gut development, nutritional uptake and growth. Helps minimise the risk of digestive upsets.



Omega 3 DHA and Choline

Supports healthy vision and brain development, to help encourage a puppy's learning.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Suitable for Pregnancy/Lactation

Nutrient dense and highly digestible to support the demanding life stage of pregnancy/lactation.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Approx size



Available in 800 g, 3 kg & 15 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	31.5 %	79.7 g
Fat, crude	21.0 %	53.2 g
Moisture	8.5 %	21.5 g
Ash	9.0 %	22.8 g
Calcium	1.5 %	3.8 g
Phosphorus	1.1 %	2.8 g
DHA (min.)	0.03 g	0.08 g
Choline (min.)	154.4 mg	391 mg
Vitamin E (min.)	50 IU	126 IU
Zinc (min.)	11.4 mg	28.8 mg
Linoleic Acid (min.)	1.5 g	3.8 g
Omega 3 (min.)	0.12 g	0.30 g
Omega 6 (min.)	1.5 g	3.8 g

Average Metabolisable Energy 395 kcals/100 grams

Daily Feeding Guide

Predicted Adult Weight	2 mths	4 mths	6 mths	9 mths	12 mths	15 mths	18 mths	
10 kg	1	1½	1⅔	1⅔	Adult	Adult	Adult	cups/day
15 kg	1½	2	2¼	2	Adult	Adult	Adult	
20 kg	2	2⅔	2¾	2⅔	Adult	Adult	Adult	
25 kg	2	3	3¼	3¼	3¼	3	Adult	
30 kg	2⅔	3½	3¾	3¾	3⅔	3½	Adult	
35 kg	2⅔	4	4	4	4	4	Adult	

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ ADULT MEDIUM BREED

– Chicken with Rice

- Formulated for adult maintenance feeding (1-6 years) of medium breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 15 kg adult dog inactive feeding guide:
800 g bag = 4 days, 3 kg bag = 17 days, 15 kg bag = 87 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Chicken Fat; Rice Flour; Dried Beet Pulp; Natural Flavour (Chicken); Turkey Meal; Vitamins and Minerals; Salt; Sunflower Oil; Inulin; Antioxidants; Amino Acids (incl. Methionine).



Tempts Fussy Eaters

High quality ingredients and a great tasting formulation – guaranteed to tempt even the fussiest eaters.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Approx size



Available in 800 g, 3 kg & 15 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	64.0 g
Fat, crude	17.0 %	45.3 g
Moisture	8.5 %	22.7 g
Ash	8.0 %	21.3 g
Vitamin E (min.)	50 IU	133 IU
Zinc (min.)	8.6 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.2 g	3.2 g

Average Metabolisable Energy 375 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
10 kg	1	1 1/3
15 kg	1 1/2	1 3/4
20 kg	2	2 1/4
25 kg	2 1/4	2 2/3
30 kg	2 2/3	3
35 kg	3	3 1/2

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ ADULT MEDIUM BREED

– Turkey with Rice

- Formulated for adult maintenance feeding (1-6 years) of medium breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 15 kg adult dog inactive feeding guide:
3 kg bag = 17 days, 15 kg bag = 87 days

INGREDIENTS: Turkey Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Chicken Meal; Dried Beet Pulp; Natural Flavour (Chicken); Vitamins and Minerals; Salt; Sunflower Oil; Inulin; Antioxidants; Amino Acids (incl. Methionine).



Tempts Fussy Eaters

High quality ingredients and a great tasting formulation – guaranteed to tempt even the fussiest eaters.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Approx size



Available in 3 kg & 15 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	64.0 g
Fat, crude	17.0 %	45.3 g
Moisture	8.5 %	22.7 g
Ash	8.0 %	21.3 g
Vitamin E (min.)	50 IU	133 IU
Zinc (min.)	8.6 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.2 g	3.2 g

Average Metabolisable Energy 375 kcals/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
10 kg	1	1 1/3
15 kg	1 1/2	1 3/4
20 kg	2	2 1/4
25 kg	2 1/4	2 2/3
30 kg	2 2/3	3
35 kg	3	3 1/2

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ ADULT MEDIUM BREED

– Lamb with Rice

- Formulated for adult maintenance feeding (1-6 years) of medium breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 15 kg adult dog inactive feeding guide:
3 kg bag = 17 days, 15 kg bag = 87 days

INGREDIENTS: Lamb and/or Sheep Meal; Rice; Rice Flour; Sorghum; Chicken Fat; Chicken Meal; Maize Gluten; Natural Flavour (Chicken); Dried Beet Pulp; Vitamins and Minerals; Salt; Sunflower Oil; Turkey Meal; Inulin; Antioxidants; Amino Acids (incl. Methionine).



Tempts Fussy Eaters

High quality ingredients and a great tasting formulation – guaranteed to tempt even the fussiest eaters.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Approx size



Available in 3 kg & 15 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	64.0 g
Fat, crude	17.0 %	45.3 g
Moisture	8.5 %	22.7 g
Ash	9.0 %	24.0 g
Vitamin E (min.)	50 IU	133 IU
Zinc (min.)	8.6 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.2 g	3.2 g

Average Metabolisable Energy 375 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
10 kg	1	1 1/3
15 kg	1 1/2	1 3/4
20 kg	2	2 1/4
25 kg	2 1/4	2 2/3
30 kg	2 2/3	3
35 kg	3	3 1/2

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ HEALTHY AGEING MEDIUM BREED – Chicken with Rice

- Formulated for adult maintenance feeding of mature (6 years plus) medium breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 15 kg adult dog inactive feeding guide:
15 kg bag = 87 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Dried Beet Pulp; Natural Flavour (Chicken); Sunflower Oil; Turkey Meal; Vitamins and Minerals; Salt; Inulin; Fish Oil; Antioxidants; Green Lipped Mussel Powder; Amino Acids (incl. Methionine).



Approx size

Available in a 15 kg bag.



Omega 3 DHA and Choline

Helps maintain brain function to support healthy ageing.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Tailored Fat Content

High quality protein helps maintain muscle mass, while a tailored fat content helps support a healthy bodyweight when fed as directed.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	67.6 g
Fat, crude	9.5 %	27.5 g
Moisture	8.5 %	23.9 g
Ash	8.0 %	22.5 g
DHA (min.)	0.04 g	0.1 g
Vitamin E (min.)	50 IU	140 IU
Zinc (min.)	8.1 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Omega 3 (min.)	0.10 g	0.28 g
Omega 6 (min.)	1.2 g	3.2 g
Chondroitin (min.)	2 mg	5.6 mg
Glucosamine (min.)	5 mg	14.1 mg

Average Metabolisable Energy 355 kcals/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog cups/day	Active Dog cups/day
10 kg	1	1 1/3
15 kg	1 1/2	1 3/4
20 kg	2	2 1/4
25 kg	2 1/4	2 2/3
30 kg	2 2/3	3
35 kg	3	3 1/2

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ HEALTHY WEIGHT MEDIUM BREED – Chicken with Rice

- Formulated to help restrict weight gain in adult medium breeds, when fed as directed.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 15 kg adult dog weight reduction feeding guide:
2.5 kg bag = 15 days, 13 kg bag = 78 days

INGREDIENTS: Rice; Chicken Meal; Sorghum; Dried Beet Pulp; Natural Flavour (Chicken); Chicken Fat; Turkey Meal; Sunflower Oil; Salt; Vitamins and Minerals; Inulin; Green Lipped Mussel Powder; Antioxidants; Amino Acids (incl. Methionine); L-Carnitine.



Approx size

Available in 2.5 kg & 13 kg bags.



Reduced Fat Content*

High quality protein helps maintain muscle mass. Reduced fat content helps restrict weight gain when fed as directed.
*20% less fat than Medium Breed Adult Chicken with Rice



L-Carnitine

Helps turn fat into energy. Encourages healthy bodyweight by supporting metabolism and maintaining lean muscle mass.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25.0 %	72.5 g
Fat, crude (min.)	9.0 %	25.4 g
Fat, crude (max.)	13.0 %	36.6 g
Moisture	8.5 %	24.6 g
Ash	8.0%	23.2 g
Vitamin E (min.)	50 IU	144 IU
Zinc (min.)	7.9 mg	23 mg
Linoleic Acid (min.)	1.1 g	3.2 g
Omega 3 (min.)	0.10 g	0.28 g
Omega 6 (min.)	1.1 g	3.2 g
L-Carnitine (min.)	5 mg	14.4 mg
Chondroitin (min.)	2 mg	5.8 mg
Glucosamine (min.)	5 mg	14.4 mg

Average Metabolisable Energy 345 kcals/100 g

Daily Feeding Guide

Weight of Dog	Weight Maintenance	Weight Reduction
	cups/day	cups/day
10 kg	1 ½	1 ¼
15 kg	2	1 ⅔
20 kg	2 ½	2
25 kg	3	2 ¼
30 kg	3 ¼	2 ⅔
35 kg	3 ¾	3

1 standard metric cup (250 ml) = 100 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ TRIPLE ACTION DENTAL CARE MEDIUM BREED – Chicken with Rice

- Formulated to promote dental health in adult medium breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 15 kg adult dog inactive feeding guide:
13 kg bag = 75 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Chicken Fat; Rice Flour; Natural Flavour (Chicken); Dried Beet Pulp; Turkey Meal; Vitamins and Minerals; Salt; Sunflower Oil; Inulin; Sodium Tripolyphosphate; Antioxidants; Amino Acids (incl. Methionine); Plant Extract (source of Catechins).



Approx size

Available in a 13 kg bag.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Natural Plant Extract

Contains catechins which help to freshen the breath by inhibiting the growth of bacteria.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	64.0 g
Fat, crude	17.0 %	45.3 g
Moisture	8.5 %	22.7 g
Ash	8.0 %	21.3 g
Vitamin E (min.)	50 IU	133 IU
Zinc (min.)	8.6 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.2 g	3.2 g

Average Metabolisable Energy 375 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
10 kg	1	1 1/3
15 kg	1 1/2	1 3/4
20 kg	2	2 1/4
25 kg	2 1/4	2 2/3
30 kg	2 2/3	3
35 kg	3	3 1/2

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ MOBILITY ADULT MEDIUM BREED – Chicken with Rice

- Formulated to support bone and joint health in medium breed adult dogs.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 15 kg adult dog inactive feeding guide:
13 kg bag = 65 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Natural Flavour (Chicken); Dried Beet Pulp; Turkey Meal; Chicken Fat; Fructo-oligosaccharides; Sunflower Oil; Salt; Vitamins and Minerals; Fish Oil; Inulin; Green Lipped Mussel Powder; Antioxidants; Amino Acids (incl. Methionine); L-Carnitine.



Approx size

Available in a 13 kg bag.



Fructo-oligosaccharide Prebiotic

Formulated with Fructo-oligosaccharide, natural prebiotic fibre to help promote the colonisation of beneficial bacteria in the digestive tract to help maintain a healthy gut microbiome.



Healthy Bone Support

Vitamin D, Phosphorus and Calcium to help support and maintain healthy bones and joints.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Joint Health Nutrients

Enhanced levels of Manganese, Omega 3 and Calcium to help support bone structure and joint cartilage to maintain healthy joints.



L-Carnitine

Helps turn fat into energy. Encourages healthy bodyweight by supporting metabolism and maintaining lean muscle mass.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	26 %	76.5 g
Fat, crude	11 %	32.4 g
Moisture	8.5 %	25.0 g
Ash	8.0 %	23.2 g
Vitamin E (min.)	79 IU	232 IU
Zinc (min.)	8.7 mg	25.6 mg
Linoleic Acid (min.)	1.3 g	3.8 g
Omega 3 (min.)	0.20 g	0.59 g
Omega 6 (min.)	1.3 g	3.8 g
L-Carnitine (min.)	4.3 mg	12.6 mg
Chondroitin (min.)	2.5 mg	7.4 mg
Glucosamine (min.)	5.5 mg	16.2 mg

Average Metabolisable Energy 375 kcaIs/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
10 kg	1 ½	1 ⅔
15 kg	2	2 ¼
20 kg	2 ½	2 ¾
25 kg	3	3 ⅓
30 kg	3 ⅓	3 ¾
35 kg	3 ¾	4 ⅓

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™



All Breed

Expert Pet Nutrition™
ADVANCE™

ADVANCE™ ACTIVE ALL BREED

– Chicken with Rice

- Formulated to support active, working and sporting adult dogs.
- Formulated to support pregnancy and lactation.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 15 kg adult dog inactive feeding guide:
13 kg bag = 75 days

INGREDIENTS: Chicken Meal; Rice; Maize Gluten; Sorghum; Chicken Fat; Natural Flavour (Chicken); Turkey Meal; Dried Beet Pulp; Sunflower Oil; Vitamins and Minerals; Salt; Inulin; Green Lipped Mussel Powder; Antioxidants; Amino Acids (incl. Methionine).



Approx size

Available in a 13 kg bag.



High Protein and High Energy

A high protein and high energy formula to fuel active, working and sporting dogs and support muscle recovery.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Suitable for Pregnancy/Lactation

Nutrient dense and highly digestible to support the demanding life stage of pregnancy/lactation.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	31.0 %	79.5 g
Fat, crude	19.0 %	48.7 g
Moisture	8.5 %	21.8 g
Ash	9.0 %	23.0 g
Vitamin E (min.)	50 IU	128 IU
Zinc (min.)	9.0 mg	23 mg
Linoleic Acid (min.)	1.3 g	3.2 g
Omega 3 (min.)	0.10 g	0.25 g
Omega 6 (min.)	1.3 g	3.2 g
Chondroitin (min.)	2 mg	5.1 mg
Glucosamine (min.)	5 mg	12.5 mg

Average Metabolisable Energy 390 kcals/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
10 kg	1	1 1/3
15 kg	1 1/2	1 3/4
20 kg	2	2 1/4
25 kg	2 1/4	2 2/3
30 kg	2 1/2	3
35 kg	3	3 1/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ SENSITIVE SKIN & DIGESTION ALL BREED – Salmon with Rice

- Formulated to support adult dogs with skin and digestive sensitivities.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 15 kg adult dog inactive feeding guide:
13 kg bag = 68 days

INGREDIENTS: Salmon Meal; Rice; Sorghum; Rice Flour; Maize Gluten; Chicken Fat; Natural Flavour (Chicken); Dried Beet Pulp; Vitamins and Minerals; Salt; Sunflower Oil; Inulin; Antioxidants; Amino Acids (incl. Methionine); Colostrum.



Approx size

Available in a 13 kg bag.



Skin Barrier Nutrients

Contains key nutrients Pantothenic Acid and Niacin to maintain a healthy skin barrier. Helps manage skin sensitivity.



Natural Colostrum

Colostrum helps increase gut microbiome diversity and stability, important for a dog's overall health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25.0 %	67.5 g
Fat, crude	15.0 %	40.5 g
Moisture	8.5 %	22.9 g
Ash	6.5 %	17.5 g
Vitamin E (min.)	50 IU	135 IU
Omega 3 (min.)	0.25 g	0.67 g

Average Metabolisable Energy 370 kcaIs/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
10 kg	1	1 1/3
15 kg	1 2/3	1 3/4
20 kg	2	2 1/4
25 kg	2 1/3	2 2/3
30 kg	2 2/3	3
35 kg	3	3 1/2

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™



Large Breed

Expert Pet Nutrition™
ADVANCE™

ADVANCE™ PUPPY LARGE BREED

– Chicken with Rice

- Formulated for growth feeding (weaning to 18–21 months) of large and giant breeds.

LIFE-STAGE: Growth

FEEDING DAYS: Based on large breed puppy (25 kg when adult) at 2 months of age:

Trial bag = 3 days, 3 kg bag = 12, 15 kg bag = 58 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Maize Gluten; Chicken Fat; Dried Beet Pulp; Natural Flavour (Chicken); Sunflower Oil; Turkey Meal; Vitamins and Minerals; Salt; Inulin; Fish Oil; Green Lipped Mussel Powder; Antioxidants; Colostrum.



Approx size

Available in 800 g, 3 kg & 15 kg bags.



Balanced Calories and Calcium to Phosphorus Ratio

Helps achieve a controlled growth rate in large breeds to support healthy bone and joint development.



Natural Colostrum

Helps support gut development, nutritional uptake and growth. Helps minimise the risk of digestive upsets.



Omega 3 DHA and Choline

Supports healthy vision and brain development, to help encourage a puppy's learning.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	28.0 %	74.7 g
Fat, crude	17.0 %	45.3 g
Moisture	8.5 %	22.7 g
Ash	9.0 %	24.0 g
Calcium	1.5%	4.0 g
Phosphorus	1.1%	2.9 g
DHA (min.)	0.03 g	0.08 g
Choline (min.)	146.6 mg	391 mg
Vitamin E (min.)	50 IU	133 IU
Zinc (min.)	10.8 mg	28.8 mg
Linoleic Acid (min.)	1.4 g	3.8 g
Omega 3 (min.)	0.11 g	0.3 g
Omega 6 (min.)	1.4 g	3.8 g
Chondroitin (min.)	2 mg	5.3 mg
Glucosamine (min.)	5 mg	13.3 mg

Average Metabolisable Energy 375 kJ/100 g

Daily Feeding Guide

Predicted Adult Weight	2 mths	3 mths	4 mths	6 mths	9 mths	12 mths	15 mths	18 mths	21 mths	
25 kg	2 ¼	3	3 ¼	3 ½	3 ¾	3 ¾	3 ¾	Adult	Adult	cups/day
35 kg	2 ¾	3 ¾	4	4 ½	4 ¾	4 ¾	4 ¾	Adult	Adult	
45 kg	3	4	4 ⅔	5 ½	5 ¾	5 ¾	5 ¾	5	Adult	
55 kg	3 ½	4 ½	5 ½	6	6	6	6	5 ¾	Adult	
65 kg	3 ¾	5 ¼	6	7	7	7	6 ¾	6 ½	Adult	
70 kg	4	5 ½	6 ½	7 ½	7 ½	7 ½	7 ¼	7	Adult	

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ ADULT LARGE BREED

– Chicken with Rice

- Formulated for adult maintenance feeding (1-5 years) of large and giant breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 25 kg adult dog inactive feeding guide:
15 kg bag = 52 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Dried Beet Pulp; Natural Flavour (Chicken); Sunflower Oil; Turkey Meal; Vitamins and Minerals; Amino Acids (Incl. Arginine, Taurine and Methionine); Salt; Inulin; Antioxidants; Green Lipped Mussel Powder.



Approx size

Available in a 15 kg bag.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Heart Health Nutrients

A specialised blend of nutrients including Taurine, Arginine and Vitamin E which have been shown to support vascular health and cardiac function.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25.0 %	69.4 g
Fat, crude	15.5 %	41.7 g
Moisture	8.5 %	23.6 g
Ash	8.0 %	22.2 g
Vitamin E (min.)	72 IU	200 IU
Zinc (min.)	8.3 mg	23 mg
Linoleic Acid (min.)	1.15 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.15 g	3.2 g
Taurine (min.)	0.18 g	0.5 g
Arginine (min.)	1.80 g	5.0 g
Chondroitin (min.)	2 mg	5.5 mg
Glucosamine (min.)	5 mg	13.8 mg

Average Metabolisable Energy 360 kcaIs/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog cups/day	Active Dog cups/day
25 kg	2 ½	2 ¾
35 kg	3	3 ¼
45 kg	3 ¾	4
55 kg	4 ⅓	4 ⅔
65 kg	5	5 ½
75 kg	5 ½	6

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ ADULT LARGE BREED

– Turkey with Rice

- Formulated for adult maintenance feeding (1-5 years) of large and giant breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 25 kg adult dog inactive feeding guide:
15 kg bag = 52 days

INGREDIENTS: Turkey Meal; Rice; Rice Flour; Sorghum; Chicken Fat; Chicken Meal; Natural Flavour (Chicken); Dried Beet Pulp; Sunflower Oil; Vitamins and Minerals; Amino Acids (incl. Arginine, Taurine and Methionine); Salt; Inulin; Antioxidants; Green Lipped Mussel Powder.



Approx size

Available in a 15 kg bag.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Heart Health Nutrients

A specialised blend of nutrients including Taurine, Arginine and Vitamin E which have been shown to support vascular health and cardiac function.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25.0 %	69.4 g
Fat, crude	15.0 %	41.7 g
Moisture	8.5 %	23.6 g
Ash	8.0 %	22.2 g
Vitamin E (min.)	72 IU	200 IU
Zinc (min.)	8.3 mg	23 mg
Linoleic Acid (min.)	1.15 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.15 g	3.2 g
Taurine (min.)	0.18 g	0.5 g
Arginine (min.)	1.80 g	5.0 g
Chondroitin (min.)	2 mg	5.5 mg
Glucosamine (min.)	5 mg	13.8 mg

Average Metabolisable Energy 360 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog cups/day	Active Dog cups/day
25 kg	2 ½	2 ¾
35 kg	3	3 ¼
45 kg	3 ¾	4
55 kg	4 ⅓	4 ⅔
65 kg	5	5 ½
75 kg	5 ½	6

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ ADULT LARGE BREED

– Lamb with Rice

- Formulated for adult maintenance feeding (1-5 years) of large and giant breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 25 kg adult dog inactive feeding guide:
15 kg bag = 52 days

INGREDIENTS: Lamb and/or Sheep Meal; Rice; Sorghum; Rice Flour; Maize Gluten; Chicken Fat; Chicken Meal; Natural Flavour (Chicken); Dried Beet Pulp; Sunflower Oil; Vitamins and Minerals; Amino Acids (incl. Arginine, Taurine and Methionine); Salt; Turkey Meal; Inulin; Antioxidants; Green Lipped Mussel Powder.



Approx size

Available in a 15 kg bag.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Heart Health Nutrients

A specialised blend of nutrients including Taurine, Arginine and Vitamin E which have been shown to support vascular health and cardiac function.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25.0 %	68.0 g
Fat, crude	15.0 %	41.7 g
Moisture	8.5 %	23.6 g
Ash	8.0 %	22.2 g
Vitamin E (min.)	72 IU	200 IU
Zinc (min.)	8.3 mg	23 mg
Linoleic Acid (min.)	1.15 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.15 g	3.2 g
Taurine (min.)	0.18 g	0.5 g
Arginine (min.)	1.80 g	5.0 g
Chondroitin (min.)	2 mg	5.5 mg
Glucosamine (min.)	5 mg	13.8 mg

Average Metabolisable Energy 360 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog cups/day	Active Dog cups/day
25 kg	2 ½	2 ¾
35 kg	3	3 ¼
45 kg	3 ¾	4
55 kg	4 ⅓	4 ⅔
65 kg	5	5 ½
75 kg	5 ½	6

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ HEALTHY AGEING LARGE BREED – Chicken with Rice

- Formulated for adult maintenance feeding of mature (5 years plus) large and giant breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 25 kg adult dog inactive feeding guide:
15 kg bag = 56 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Dried Beet Pulp; Natural Flavour (Chicken); Sunflower Oil; Turkey Meal; Vitamins and Minerals; Amino Acids (incl. Taurine and Methionine); Salt; Inulin; Fish Oil; Antioxidants; Green Lipped Mussel Powder.



Approx size

Available in a 15 kg bag.



Omega 3 DHA and Choline

Helps maintain brain function to support healthy ageing.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Tailored Fat Content

High quality protein helps maintain muscle mass, while a tailored fat content helps support a healthy bodyweight when fed as directed.



Heart Health Nutrients

A specialised blend of nutrients including Taurine, Arginine and Vitamin E which have been shown to support vascular health and cardiac function.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	67.6 g
Fat, crude	13.0 %	36.6 g
Moisture	8.5 %	23.9 g
Ash	8.0 %	22.5 g
DHA (min.)	0.04 g	0.1 g
Vitamin E (min.)	71 IU	200 IU
Zinc (min.)	8.2 mg	23 mg
Linoleic Acid (min.)	1.15 g	3.2 g
Omega 3 (min.)	0.10 g	0.28 g
Omega 6 (min.)	1.15 g	3.2 g
Taurine (min.)	0.18 g	0.5 g
Arginine (min.)	1.80 g	5.0 g
Chondroitin (min.)	2 mg	5.6 mg
Glucosamine (min.)	5 mg	14.1 mg

Average Metabolisable Energy 355 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog cups/day	Active Dog cups/day
25 kg	2 1/3	2 3/4
35 kg	3	3 1/2
45 kg	3 3/4	4 1/4
55 kg	4 1/3	5
65 kg	5	5 2/3
75 kg	5 1/3	6 1/4

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ HEALTHY WEIGHT LARGE BREED – Chicken with Rice

- Formulated to help restrict weight gain in adult large and giant breeds, when fed as directed.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 25 kg adult dog weight reduction feeding guide:
13 kg bag = 58 days

INGREDIENTS: Rice; Chicken Meal; Sorghum; Dried Beet Pulp; Natural Flavour (Chicken); Chicken Fat; Turkey Meal; Sunflower Oil; Vitamins and Minerals; Amino Acids (incl. Arginine, Taurine and Methionine); Salt; Inulin; Antioxidants; Green Lipped Mussel Powder; L-Carnitine.



Approx size

Available in a 13 kg bag.



Reduced Fat Content*

High quality protein helps maintain muscle mass. Reduced fat content helps restrict weight gain when fed as directed.
*15% less fat than Large Breed Adult Chicken with Rice



L-Carnitine

Helps turn fat into energy. Encourages healthy bodyweight by supporting metabolism and maintaining lean muscle mass.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Heart Health Nutrients

A specialised blend of nutrients including Taurine, Arginine and Vitamin E which have been shown to support vascular health and cardiac function.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25.0 %	72.5 g
Fat, crude (min.)	9.0 %	25.4 g
Fat, crude (max.)	13.0 %	36.6 g
Moisture	8.5 %	24.6 g
Ash	8.0 %	23.1 g
Vitamin E (min.)	69 IU	200 IU
Zinc (min.)	8.0 mg	23 mg
Linoleic Acid (min.)	1.1 g	3.2 g
Taurine (min.)	0.17 g	0.5 g
Arginine (min.)	1.7 g	5.0 g
Omega 3 (min.)	0.10 g	0.28 g
Omega 6 (min.)	1.1 g	3.2 g
L-Carnitine (min.)	5 mg	14.4 mg
Chondroitin (min.)	2 mg	5.8 mg
Glucosamine (min.)	5 mg	14.4 mg

Average Metabolisable Energy 345 kcaIs/100 g

Daily Feeding Guide

Weight of Dog	Weight Maintenance	Weight Reduction
	cups/day	cups/day
25 kg	2 ¾	2 ¼
35 kg	3 ¾	2 ¾
45 kg	4 ½	3 2/3
55 kg	5 ¼	4
65 kg	6	4 ¾
75 kg	6 ½	5 ¼

1 standard metric cup (250 ml) = 100 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ TRIPLE ACTION DENTAL CARE LARGE BREED – Chicken with Rice

- Formulated to promote dental health in adult large and giant breeds.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 25 kg adult dog inactive feeding guide:
13 kg bag = 45 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Natural Flavour (Chicken); Dried Beet Pulp; Turkey Meal; Sunflower Oil; Vitamins and Minerals; Salt; Amino Acids (incl. Arginine, Taurine and Methionine); Inulin; Sodium Tripolyphosphate; Antioxidants; Green Lipped Mussel Powder; Plant Extract (source of Catechins).



Approx size

Available in a 13 kg bag.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Natural Plant Extract

Contains catechins which help to freshen the breath by inhibiting the growth of bacteria.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25.0 %	69.4 g
Fat, crude	15.0 %	41.7 g
Moisture	8.5 %	23.6 g
Ash	8.0 %	22.2 g
Vitamin E (min.)	72 IU	200 IU
Zinc (min.)	8.3 mg	23 mg
Linoleic Acid (min.)	1.15 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.15 g	3.2 g
Taurine (min.)	0.18 g	0.5 g
Arginine (min.)	1.80 g	5.0 g
Chondroitin (min.)	2 mg	5.5 mg
Glucosamine (min.)	5 mg	13.8 mg

Average Metabolisable Energy 360 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog cups/day	Active Dog cups/day
25 kg	2 ½	2 ¾
35 kg	3	3 ¼
45 kg	3 ¾	4
55 kg	4 ⅓	4 ⅔
65 kg	5	5 ½
75 kg	5 ½	6

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ MOBILITY ADULT LARGE BREED – Chicken with Rice

- Formulated to support bone and joint health in large breed adult dogs.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 25 kg adult dog inactive feeding guide:
13 kg bag = 43 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Natural Flavour (Chicken); Dried Beet Pulp; Turkey Meal; Fructo-oligosaccharides; Chicken Fat; Sunflower Oil; Vitamins and Minerals; Amino Acids (incl. Arginine, Methionine and Taurine); Fish Oil; Salt; Inulin; Antioxidants; Green Lipped Mussel Powder; L-Carnitine.



Approx size



Available in a 13 kg bag.



Fructo-oligosaccharide Prebiotic

Formulated with Fructo-oligosaccharide, natural prebiotic fibre to help promote the colonisation of beneficial bacteria in the digestive tract to help maintain a healthy gut microbiome.



Healthy Bone Support

Vitamin D, Phosphorus and Calcium to help support and maintain healthy bones and joints.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Joint Health Nutrients

Enhanced levels of Manganese, Omega 3 and Calcium to help support bone structure and joint cartilage to maintain healthy joints.



L-Carnitine

Helps turn fat into energy. Encourages healthy bodyweight by supporting metabolism and maintaining lean muscle mass.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	26 %	75.4 g
Fat, crude	11 %	31.9 g
Moisture	8.5 %	24.6 g
Ash	7.0 %	20.3 g
Vitamin E (min.)	89 IU	258 IU
Zinc (min.)	8.7 mg	25.2 mg
Linoleic Acid (min.)	1.3 g	3.8 g
Omega 3 (min.)	0.20 g	0.58 g
Omega 6 (min.)	1.3 g	3.8 g
L-Carnitine (min.)	5.5 mg	15.9 mg
Chondroitin (min.)	2.5 mg	7.2 mg
Glucosamine (min.)	5.5 mg	15.9 mg

Average Metabolisable Energy 375 kcal/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
25 kg	3	1 2/3
35 kg	3 2/3	4 1/4
45 kg	4 1/2	5 1/4
55 kg	5 1/4	6
65 kg	6	6 3/4
75 kg	6 1/2	7 2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™



Breed Groups

Expert Pet Nutrition™
ADVANCE™

ADVANCE™ RETRIEVERS

– Chicken & Salmon with Rice

- Driven and determined, Retrievers are loyal dogs.
- ADVANCE™ Retrievers has been developed to support common health issues for breeds within the Retrievers family.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 25 kg adult dog inactive feeding guide:
13 kg bag = 68 days

INGREDIENTS: Chicken Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Natural Flavour (Chicken); Turkey Meal; Dried Beet Pulp; Vitamins and Minerals; Sunflower Oil; Salmon Meal; Salt; Inulin; Amino Acids (incl. Arginine, Taurine and Methionine); Green Lipped Mussel Powder; Antioxidants; L-Carnitine.



Approx size

Available in a 13 kg bag.



Tailored Fat Content

High quality protein helps maintain muscle mass, while a tailored fat content helps support a healthy bodyweight when fed as directed.



L-Carnitine

Helps turn fat into energy. Encourages healthy bodyweight by supporting metabolism and maintaining lean muscle mass.



Skin Barrier Nutrients

Contains key nutrients Pantothenic Acid and Niacin to maintain a healthy skin barrier. Helps manage skin sensitivity.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Heart Health Nutrients

A specialised blend of nutrients including Taurine, Arginine and Vitamin E which have been shown to support vascular health and cardiac function.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	67.0 g
Fat, crude	13.0 %	41.6 g
Moisture	9.0 %	25.0 g
Ash	8.0 %	22.2 g
Vitamin E (min.)	72 IU	200 IU
Zinc (min.)	8.3 mg	23 mg
Linoleic Acid (min.)	1.15 g	3.2 g
Taurine (min.)	0.18 g	0.5 g
Arginine (min.)	1.65 g	4.6 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.15 g	3.2 g
L-Carnitine (min.)	4.8 mg	13.3 mg
Chondroitin (min.)	2 mg	5.5 mg
Glucosamine (min.)	5 mg	13.8 mg

Average Metabolisable Energy 360 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
25 kg	1 2/3	2
35 kg	2 1/8	2 2/3
45 kg	2 1/2	3 1/4
55 kg	3	3 3/4
65 kg	3 1/3	4 1/4
75 kg	3 3/4	4 2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ SHEPHERDS

– Turkey with Rice

- Devoted and courageous, Shepherds are energetic dogs.
- ADVANCE™ Shepherds has been developed to support common health issues for breeds within the Shepherds family.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 25 kg adult dog inactive feeding guide:
13 kg bag = 47 days

INGREDIENTS: Turkey Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Natural Flavour (Chicken); Sunflower Oil; Dried Beet Pulp; Vitamins and Minerals; Salt; Inulin; Green Lipped Mussel Powder; Antioxidants; Amino Acids (incl. Arginine, Taurine and Methionine); Colostrum.



Approx size

Available in a 13 kg bag.



Natural Colostrum

Colostrum helps increase gut microbiome diversity and stability, important for a dog's overall health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Heart Health Nutrients

A specialised blend of nutrients including Taurine, Arginine and Vitamin E which have been shown to support vascular health and cardiac function.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	64.0 g
Fat, crude	17.0 %	45.3 g
Moisture	8.5 %	22.6 g
Ash	8.0 %	21.3 g
Vitamin E (min.)	75 IU	200 IU
Zinc (min.)	8.6 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Taurine (min.)	0.17 g	0.5 g
Arginine (min.)	1.7 g	5.0 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.2 g	3.2 g
Chondroitin (min.)	2 mg	5.3 mg
Glucosamine (min.)	5 mg	13.3 mg

Average Metabolisable Energy 375 kcal/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
25 kg	2 ¾	3 ¼
35 kg	3 ½	3 ½
45 kg	4 ¼	4 ½
55 kg	5	5 ⅓
65 kg	5 ⅔	6
75 kg	6 ¼	7

1 standard metric cup (250 ml) = 100 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ SMALL TERRIERS

– Turkey with Rice

- Brave and bold, Terriers are fun loving dogs.
- ADVANCE™ Small Terriers has been developed to support common health issues for breeds within the Terriers family, under 10 kg.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 5 kg adult dog inactive feeding guide:
2.5 kg = 33 days, 13 kg bag = 170 days

INGREDIENTS: Turkey Meal; Rice; Sorghum; Rice Flour; Maize Gluten; Chicken Fat; Natural Flavour (Chicken); Chicken Meal; Dried Beet Pulp; Vitamins and Minerals; Salt; Fish Oil; Inulin; Sodium Tripolyphosphate; Antioxidants; Amino Acid (incl. Methionine).



Skin Barrier Nutrients

Contains key nutrients Pantothenic Acid and Niacin to maintain a healthy skin barrier. Helps manage skin sensitivity.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Approx size



Available in 2.5 kg & 13 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25.0 %	67.0 g
Fat, crude	15.0 %	40.0 g
Moisture	8.5 %	22.7 g
Ash	6.3 %	17.0 g
Vitamin E (min.)	50 IU	133 IU
Omega 3 (min.)	0.25 g	0.67 g
Omega 6 (min.)	1.29 g	3.48 g

Average Metabolisable Energy 375 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
2.5 kg	½	½
5 kg	⅔	¾
7.5 kg	1	1 ¼
10 kg	1 ¼	1 ½
12.5 kg	1 ½	1 ¾
15 kg	1 ¾	2

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ MEDIUM TERRIERS

– Turkey with Rice

- Energetic and enthusiastic, Terriers are fun loving dogs.
- ADVANCE™ Medium Terriers has been developed to support common health issues for breeds within the Terriers family, over 10 kg.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 15 kg adult dog inactive feeding guide:
2.5 kg = 12 days, 13 kg bag = 65 days

INGREDIENTS: Turkey Meal; Rice; Sorghum; Rice Flour; Maize Gluten; Chicken Fat; Chicken Meal; Natural Flavour (Chicken); Dried Beet Pulp; Vitamins and Minerals; Sunflower Oil; Salt; Fish Oil; Inulin; Green Lipped Mussel Powder; Antioxidants; Amino Acids (incl. Methionine, Arginine and Taurine).



Skin Barrier Nutrients

Contains key nutrients Pantothenic Acid and Niacin to maintain a healthy skin barrier. Helps manage skin sensitivity.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Approx size



Available in 2.5 kg & 13 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25.0 %	67.0 g
Fat, crude	15.0 %	40.0 g
Moisture	8.5 %	22.7 g
Ash	6.8 %	18.4 g
Vitamin E (min.)	50 IU	133 IU
Omega 3 (min.)	0.25 g	0.67 g
Omega 6 (min.)	1.29 g	3.48 g
Chondroitin (min.)	2 mg	5.3 mg
Glucosamine (min.)	4.8 mg	12.9 mg

Average Metabolisable Energy 375 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog cups/day	Active Dog cups/day
10 kg	1 1/3	1 2/3
15 kg	2	2 1/3
20 kg	2 1/2	2 3/4
25 kg	2 3/4	3 1/3
30 kg	3 1/3	3 3/4
35 kg	3 3/4	4 1/3

1 standard metric cup (250 ml) = 100 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ PUPPY OODLES

– Turkey with Rice

- ADVANCE™ food is scientifically formulated to suit both Small and Large puppies with Poodle in their breed mix, for their breed needs and healthy development.

LIFE-STAGE: Puppy

FEEDING DAYS: Based on Oodle puppy (5 kg when adult) at 2 months of age: 2.5 kg bag = 32 days, 13 kg bag = 171 days

INGREDIENTS: Turkey Meal; Rice; Sorghum; Maize Gluten; Chicken Fat; Chicken Meal; Natural Flavour (Chicken); Dried Beet Pulp; Vitamins and Minerals; Sunflower Oil; Salt; Fish Oil; Inulin; Antioxidants; Colostrum; Amino Acids (incl. Arginine, Taurine).



Approx size

Available in 2.5 kg & 13 kg bags.



Natural Colostrum

Colostrum helps increase gut microbiome diversity and stability, important for a dog's overall health.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Omega 3 DHA and Choline

Helps maintain brain function to support healthy ageing.



Heart Health Nutrients

A specialised blend of nutrients including Taurine, Arginine and Vitamin E which have been shown to support vascular health and cardiac function.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Skin Barrier Nutrients

Contains key nutrients Pantothenic Acid and Niacin to maintain a healthy skin barrier. Helps manage skin sensitivity.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	31 %	81.6 g
Fat, crude	19 %	50.0 g
Moisture	8.5 %	22.4 g
Ash	7.5 %	19.7 g
Calcium	1.4 %	3.7 g
Phosphorus	1.0 %	2.6 g
DHA (min.)	0.03 g	0.08 g
Choline (min.)	155 mg	408 mg
Vitamin E (min.)	50 IU	132 IU
Zinc (min.)	10 mg	26 mg
Linoleic Acid (min.)	1.45 g	3.8 g
Omega 3 (min.)	0.20 g	0.53 g
Omega 6 (min.)	1.45 g	3.8 g
Arginine (min.)	1.5 g	3.9 g
Taurine (min.)	110 mg	289 mg

Average Metabolisable Energy 380 kJ/100 g

Daily Feeding Guide

Predicted Adult Weight	2 mths	3 mths	4 mths	6 mths	12 mths	18 mths	21 mths	
10 kg	$\frac{2}{3}$	1	1	1	Adult	Adult	Adult	cups/day
15 kg	1 $\frac{1}{2}$	2	2 $\frac{1}{4}$	2 $\frac{1}{3}$	Adult	Adult	Adult	
20 kg	2 $\frac{1}{4}$	3	3 $\frac{1}{4}$	3 $\frac{1}{3}$	3 $\frac{1}{3}$	Adult	Adult	
25 kg	2 $\frac{3}{4}$	3 $\frac{3}{4}$	4	4 $\frac{1}{3}$	4 $\frac{1}{4}$	Adult	Adult	
30 kg	2 $\frac{3}{4}$	4	4 $\frac{2}{3}$	5 $\frac{1}{4}$	5 $\frac{1}{4}$	5	Adult	
35 kg	3 $\frac{1}{4}$	4 $\frac{1}{2}$	5 $\frac{1}{3}$	6w	6	5 $\frac{1}{4}$	Adult	

1 standard metric cup (250 ml) = 115 gms

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ SMALL OODLES

– Salmon with Rice

- Attentive and loving, Oodles make great companion dogs.
- ADVANCE™ Small Oodles has been developed to support the most common health issues for dogs under 25 kg, with Poodle in their breed mix.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 5 kg adult dog inactive feeding guide:
2.5 kg = 33 days 13 kg bag = 173 days

INGREDIENTS: Salmon Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Chicken Meal; Dried Beet Pulp; Natural Flavour (Chicken); Vitamins and Minerals; Amino Acids (incl. Arginine, Taurine and Methionine); Turkey Meal; Salt; Inulin; Antioxidants; Sodium Tripolyphosphate.



Approx size

18.1 g (not 22.7 g) for Ash per 1000 kcal



Heart Health Nutrients

A specialised blend of nutrients including Taurine, Arginine and Vitamin E which have been shown to support vascular health and cardiac function.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	24.0 %	64.0 g
Fat, crude	17.0 %	45.3 g
Moisture	8.5 %	22.7 g
Ash	6.8 %	18.1 g
Vitamin E (min.)	50 IU	133 IU
Zinc (min.)	8.6 mg	23 mg
Linoleic Acid (min.)	1.2 g	3.2 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.2 g	3.2 g
Taurine (min.)	0.17 g	0.45 g
Arginine (min.)	1.7 g	4.5 g

Average Metabolisable Energy 375 kcals/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog cups/day	Active Dog cups/day
2.5 kg	½	½
5 kg	¾	1
7.5 kg	1 ¼	1 ½
10 kg	1 ¾	2
12.5 kg	2 ¼	2 ⅔
15 kg	2 ⅔	3

1 standard metric cup (250 ml) = 100 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ LARGE OODLES

– Salmon with Rice

- Intelligent and willing to please, Oodles make great companion dogs.
- ADVANCE™ Large Oodles has been developed to support common health issues for dogs over 25 kg, with Poodle in their breed mix.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 25 kg adult dog inactive feeding guide:
2.5 kg = 10 days 13 kg bag = 52 days

INGREDIENTS: Salmon Meal; Rice; Sorghum; Rice Flour; Chicken Meal; Chicken Fat; Natural Flavour (Chicken); Dried Beet Pulp; Sunflower Oil; Vitamins and Minerals; Turkey Meal; Amino Acids (incl. Arginine, Methionine and Taurine); Salt; Inulin; Green Lipped Mussel Powder; Antioxidants.



Approx size

Available in 2.5 kg & 13 kg bags.



Skin Barrier Nutrients

Contains key nutrients Pantothenic Acid and Niacin to maintain a healthy skin barrier. Helps manage skin sensitivity.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, clinically proven to help manage joint health in dogs.



Heart Health Nutrients

A specialised blend of nutrients including Taurine, Arginine and Vitamin E which have been shown to support vascular health and cardiac function.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula promotes healthy digestion, ideal stool quality and reduced stool odour.



Kibble Technology

Kibble of a certain size and shape help reduce plaque and tartar accumulation through mechanical abrasion to promote dental health.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25.0 %	69.4 g
Fat, crude	15.0 %	41.7 g
Moisture	8.5 %	23.6 g
Ash	6.2 %	16.8 g
Vitamin E (min.)	72 IU	194 IU
Zinc (min.)	8.3 mg	22 mg
Linoleic Acid (min.)	1.15 g	3.1 g
Omega 3 (min.)	0.10 g	0.27 g
Omega 6 (min.)	1.15 g	3.1 g
Taurine (min.)	0.18 g	0.48 g
Arginine (min.)	1.7 g	4.5 g
Chondroitin (min.)	2 mg	5.4 mg
Glucosamine (min.)	5 mg	13.5 mg

Average Metabolisable Energy 360 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog	Active Dog
	cups/day	cups/day
25 kg	2 ½	3
35 kg	3 ½	4
45 kg	4 ¼	4 ¾
55 kg	5	5 ⅔
65 kg	5 ½	6 ⅓
75 kg	6 ¼	7

1 standard metric cup (250 ml) = 100 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ MALTESE CROSSES

– Turkey with Rice

- Playful and affectionate, Maltese Crosses are social dogs.
- ADVANCE™ food for Maltese Crosses supports common health issues for breeds with Maltese in their breed mix.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 4 kg adult dog inactive feeding guide:
2.5 kg bag = 32 days, 13 kg bag = 171 days

INGREDIENTS: Turkey Meal; Rice; Sorghum; Chicken Fat; Rice Flour; Dried Beet Pulp; Natural Flavour (Chicken); Fructo-oligosaccharides; Vitamins and Minerals; Salt; Fish Oil; Inulin; Amino Acid (incl. Methionine); Sodium Tripolyphosphate; Antioxidants; Plant Extract (Source of Catechins).



Approx size

Available in 2.5 kg & 13 kg bags.



Fructo-oligosaccharide Prebiotic

Formulated with Fructo-oligosaccharide, natural prebiotic fibre to help promote the colonisation of beneficial bacteria in the digestive tract to help maintain a healthy gut microbiome.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further supports skin and coat health.



Healthy Eyes and Vision

Enhanced levels of Vitamin A to help support healthy vision and eye light reflexes to help maintain good night vision.



Healthy Gum Formula

Includes Vitamins A & B to help maintain healthy gums. Formulated with STPP as an active ingredient that binds calcium in saliva to help reduce tartar formation. Kibble design aids in mechanical abrasion to help reduce plaque and tartar accumulation to promote dental health.



Tempts Fussy Eaters

High quality ingredients and a great tasting formulation - guaranteed to tempt even the fussiest eaters.



Skin Barrier Nutrients

Contains key nutrients Pantothenic Acid and Niacin to maintain a healthy skin barrier. Helps manage skin sensitivity.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	25 %	66.7 g
Fat, crude	17 %	45.3 g
Moisture	85 %	22.7 g
Ash	7.3 %	19.5 g
Zinc (min.)	9.0 mg	24 mg
Linoleic Acid (min.)	1.3 g	3.47 g
Omega 3 (min.)	0.18 g	0.48 g
Omega 6 (min.)	1.3 g	3.47 g

Average Metabolisable Energy 375 kJ/100 g

Daily Feeding Guide

Weight of Dog	Inactive Dog cups/day	Active Dog cups/day
2 kg	1/3	1/3
4 kg	2/3	2/3
6 kg	3/4	1
8 kg	1	1 1/4
10 kg	1 1/4	1 2/3
15 kg	1 1/2	1 3/4

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ canine wet food range

The ADVANCE™ range of wet food for dogs is available in 100 g trays or 400 g and 700 g cans and contains no artificial preservatives.

Australian pets need to rehydrate regularly. The use of wet food helps a pet gain additional moisture from their diet.

Mixed feeding provides a pet with aroma, taste and texture variety and enables them to get the benefits each feeding format offers. Mixed feeding also supports urinary tract health and helps promote a healthy bodyweight.



Lifestage

For dogs with no specific health concerns, choose a lifestage formula based on their age.

PUPPY



ADVANCE™
Puppy All Breed
- Chicken with
Rice



ADVANCE™
Puppy All Breed
- With Lamb & Rice

ADULT



ADVANCE™
Adult All Breed
- Casserole with
Chicken



ADVANCE™
Adult All Breed
- Casserole with
Lamb



ADVANCE™
Adult All Breed
- With Salmon



ADVANCE™
Adult All Breed
- With Turkey



ADVANCE™
Adult All Breed
- Casserole with
Chicken



ADVANCE™
Adult All Breed
- Casserole with
Lamb



ADVANCE™
Adult All Breed
- Chicken & Salmon
with Rice



ADVANCE™
Adult All Breed
- Chicken & Turkey
with Rice

HEALTHY AGEING



ADVANCE™
Healthy Ageing
All Breed -
Chicken with
Rice

ADVANCE™ CANINE WET FOOD RANGE

Specific Need

For dogs with a specific health concern, choose a formula based on the dog's need.



HEALTHY WEIGHT



ADVANCE™
Healthy Weight All
Breed - Chicken
with Rice



ADVANCE™
Healthy Weight All
Breed - Chicken
with Rice



SENSITIVE SKIN & DIGESTION



ADVANCE™
Sensitive Skin &
Digestion
All Breed - Chicken
with Rice

Breed Groups

For Oodle (Poodle cross) dogs.

OODLE



ADVANCE™
Adult
For Oodles
- with Salmon

ADVANCE™ CANINE DRY RANGE SUMMARY

SMALL BREED DRY RANGE

ADVANCE™ Puppy Rehydratable Small Breed - Chicken with Rice	800 g, 3 kg & 8 kg
ADVANCE™ Adult Small Breed - Chicken with Rice	800 g, 3 kg & 8 kg
ADVANCE™ Adult Small Breed - Turkey with Rice	3 kg & 8 kg
ADVANCE™ Adult Small Breed - Lamb with Rice	3 kg & 8 kg
ADVANCE™ Healthy Ageing Small Breed - Chicken with Rice	3 kg
ADVANCE™ Healthy Weight Small Breed - Chicken with Rice	2.5 kg
ADVANCE™ Triple Action Dental Care Small Breed - Chicken with Rice	2.5 kg
ADVANCE™ Mobility Small Breed - Chicken with Rice	2.5 kg

MEDIUM BREED DRY RANGE

ADVANCE™ Puppy Medium Breed - Chicken with Rice	800 g, 3 kg & 15 kg
ADVANCE™ Adult Medium Breed - Chicken with Rice	800 g, 3 kg & 15 kg
ADVANCE™ Adult Medium Breed - Turkey with Rice	3 kg & 15 kg
ADVANCE™ Adult Medium Breed - Lamb with Rice	3 kg & 15 kg
ADVANCE™ Healthy Ageing Medium Breed - Chicken with Rice	15 kg
ADVANCE™ Healthy Weight Medium Breed - Chicken with Rice	2.5 kg & 13 kg
ADVANCE™ Triple Action Dental Care Medium Breed - Chicken with Rice	13 kg
ADVANCE™ Mobility Medium Breed - Chicken with Rice	13 kg

ALL BREED DRY RANGE

ADVANCE™ Active All Breed - Chicken with Rice	13 kg
ADVANCE™ Sensitive Skin & Digestion All Breed - Salmon with Rice	13 kg

LARGE BREED DRY RANGE

ADVANCE™ Puppy Large Breed - Chicken with Rice	800 g, 3 kg & 15 kg
ADVANCE™ Adult Large Breed - Chicken with Rice	15 kg
ADVANCE™ Adult Large Breed - Turkey with Rice	15 kg
ADVANCE™ Adult Large Breed - Lamb with Rice	15 kg
ADVANCE™ Healthy Ageing Large Breed - Chicken with Rice	15 kg
ADVANCE™ Healthy Weight Large Breed - Chicken with Rice	13 kg
ADVANCE™ Triple Action Dental Care Large Breed - Chicken with Rice	13 kg
ADVANCE™ Mobility Large Breed - Chicken with Rice	13 kg

ADVANCE™ CANINE DRY RANGE SUMMARY

BREED GROUP DRY RANGE

ADVANCE™ Retrievers - Chicken & Salmon with Rice	13 kg
ADVANCE™ Shepherds - Turkey with Rice	13 kg
ADVANCE™ Small Terriers - Ocean Fish with Rice	2.5 kg & 13 kg
ADVANCE™ Medium Terriers - Ocean Fish with Rice	2.5 kg & 13 kg
ADVANCE™ Puppy Oodles - Turkey with Rice	2.5 kg & 13 kg
ADVANCE™ Small Oodles - Salmon with Rice	2.5 kg & 13 kg
ADVANCE™ Large Oodles - Salmon with Rice	2.5 kg & 13 kg
ADVANCE™ Maltese Crosses	2.5 kg & 13 kg



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ADVANCE™ CANINE WET RANGE SUMMARY

PUPPY TRAY RANGE

ADVANCE Puppy All Breed - Chicken with Rice	100 g
ADVANCE Puppy All Breed - with Lamb & Rice	100 g

PUPPY CAN RANGE

ADVANCE Puppy All Breed - Chicken with Rice	410 g & 700 g
ADVANCE Puppy All Breed - with Lamb & Rice	410 g

ADULT DOG TRAY RANGE

ADVANCE™ Adult All Breed - with Lamb	100 g
ADVANCE™ Adult All Breed - with Turkey	100 g
ADVANCE™ Adult All Breed - Casserole with Chicken	100 g
ADVANCE™ Adult All Breed - Casserole with Salmon	100 g
ADVANCE™ Healthy Weight All Breed - with Turkey & Rice	100 g
ADVANCE™ Adult For Oodles - with Salmon	100 g
ADVANCE™ Healthy Ageing All Breed - Chicken with Rice	100 g

ADULT DOG CAN RANGE

ADVANCE™ Adult All Breed - Chicken & Turkey with Rice	410 g & 700 g
ADVANCE™ Adult All Breed - Chicken & Salmon with Rice	410 g & 700 g
ADVANCE™ Adult All Breed - Casserole with Chicken	400 g & 700 g
ADVANCE™ Adult All Breed - Casserole with Lamb	400 g
ADVANCE™ Sensitive Skin & Digestion All Breed - Chicken with Rice	410 g & 700 g
ADVANCE™ Healthy Weight All Breed - Chicken with Rice	405 g & 700 g

Expert Pet Nutrition™
ADVANCE™



Feline Range

ADVANCE™ Cat Dry Range

ADVANCE™ Cat Wet Range

Expert Pet Nutrition™
ADVANCE™

Choosing the right ADVANCE™ product for your cat

Lifestage

For cats with no specific health concerns, choose a lifestage formula based on their age.

KITTEN



Weaning to 12 months



CHICKEN

ADULT



1 year to 8 years



CHICKEN

OR



OCEAN FISH

OR



CHICKEN & SALMON

HEALTHY AGEING



From 8 years



CHICKEN

MULTI CAT ALL AGES



All ages



CHICKEN & SALMON

Specific Need

For cats with a specific health concern, choose a formula based on the cat's need.



HAIRBALL



CHICKEN



TRIPLE ACTION
DENTAL CARE



CHICKEN



SENSITIVE SKIN
& DIGESTION



TURKEY



INDOOR



CHICKEN



HEALTHY
WEIGHT



CHICKEN

ADVANCE™ Feline Dry Range



ADVANCE™ Dry Range		Omega 2 & 6 Plus Zinc	Skin Barrier Nutrients	Natural Colostrum	Fermentable Probiotic Fibre	Antioxidant Vitamins C & E	Freeze Dried Green Lipped Mussel Powder	Controlled Mineral Level	Omega 3 DHA & Choline	Omega 3 DHA & Choline	4 in 1 Hairball Reduction	Tartar Reduction Formula	Kibble Technology	Natural Plant Extract	Reduced Fat Content	L-Carnitine	Suitable for Pregnancy/Lactation	Tempto Fussy Eaters	All Ages	7 Heart Health Nutrients
Lifestage	Kitten - Chicken with Rice	✓		✓	✓	✓		✓								✓				
	Adult Cat - Ocean Fish with Rice	✓			✓	✓	✓				✓						✓			
	Adult Cat - Chicken with Rice	✓			✓	✓	✓				✓						✓			
	Adult Cat - Chicken & Salmon with Rice	✓			✓	✓	✓				✓						✓			
	Healthy Ageing - Chicken with Rice	✓					✓	✓	✓		✓									✓
Multi	Multi Cat All Ages - Chicken & Salmon with Rice	✓		✓	✓	✓					✓							✓		
Specific Needs	Indoor - Chicken with Rice	✓			✓		✓			✓	✓				✓					
	Triple Action Dental Care - Chicken with Rice	✓			✓		✓				✓	✓	✓							
	Hairball - Chicken with Rice	✓			✓	✓	✓			✓	✓									
	Sensitive Skin & Digestion - Turkey with Rice	✓	✓	✓	✓		✓				✓									
	Healthy Weight - Chicken with Rice	✓					✓	✓			✓			✓	✓					



Expert Pet Nutrition™

ADVANCE™



Lifestyle Cat

Expert Pet Nutrition™
ADVANCE™

ADVANCE™ KITTEN

– Chicken with Rice

- Formulated for growth feeding (weaning to 1 year) of kittens.

LIFE-STAGE: Growth

FEEDING DAYS: Based on 24 week old kitten:

500 g = 8 days, 3 kg bag = 52 days, 6 kg bag = 104 days

INGREDIENTS: Chicken Meal; Rice; Maize Gluten; Chicken Fat; Sorghum; Natural Flavour (Chicken); Turkey Meal; Salt; Vitamins and Minerals; Dried Beet Pulp; Sunflower Oil; Fish Oil; Amino Acids (incl. Taurine and Methionine); Antioxidants; Colostrum.



Natural Colostrum

Colostrum helps increase gut microbiome diversity and stability. Helps minimise the risk of digestive upsets.



Omega 3 DHA and Choline

Supports healthy vision and brain development, to help encourage a kitten's learning.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula aids nutrient absorption, promotes healthy digestion and reduced litter box odour.



Antioxidant Vitamins C and E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Suitable for Pregnancy/Lactation

Nutrient dense and highly digestible to support the demanding life stage of pregnancy/lactation.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further support skin and coat health.



Approx size

Available in 500 g, 3 kg & 6 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	35 %	89.7 g
Fat, crude	20 %	51.2 g
Moisture	6.5 %	16.6 g
Ash	9.5 %	24.3 g
Vitamin E (min.)	39 IU	100 IU
Vitamin C (min.)	25 mg	64.1 mg
Zinc (min.)	8.3 mg	21 mg
Linoleic Acid (min.)	0.63 g	1.6 g
Omega 3 (min.)	0.03 g	0.08 g
Omega 6 (min.)	0.63 g	1.6 g
DHA (min.)	0.01 g	0.03 g
Choline (min.)	730 mg	1870 mg
Taurine (min.)	97.5 mg	250 mg
Calcium (min.)	1.0 g	2.56 g
Phosphorus (min.)	0.8 g	2.05 g

Average Metabolisable Energy 390 kcaIs/100 g

Daily Feeding Guide

Age of Kitten	cups/day
8 weeks	1/3
12 weeks	1/2
16 weeks	1/2
24 weeks	1/2
32 weeks	1/2
40 weeks	1/2

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ ADULT CAT

– Ocean Fish with Rice

- Formulated for adult maintenance feeding (1-8 years) of cats.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 4 kg adult cat inactive feeding guide:
3 kg bag = 78 days, 6 kg bag = 156 days

INGREDIENTS: Salmon Meal; Rice; Maize Gluten; Chicken Meal; Chicken Fat; Rice Flour; Sorghum; Natural Flavour (Chicken); Salt; Dried Beet Pulp; Vitamins and Minerals; Turkey Meal; Sunflower Oil; Sodium Tripolyphosphate; Amino Acids (incl. Taurine and Methionine); Antioxidants.



Tempts Fussy Eaters

High quality ingredients and a great tasting formulation – guaranteed to tempt even the fussiest eaters.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula aids nutrient absorption, promotes healthy digestion and reduced litter box odour.



Antioxidant Vitamins C and E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further support skin and coat health.



Approx size

Available in 3 kg & 6 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	34 %	87.1 g
Fat, crude	20 %	51.2 g
Moisture	6.5 %	16.6 g
Ash	9.5 %	24.3 g
Vitamin E (min.)	39 IU	100 IU
Vitamin C (min.)	25 mg	64.1 mg
Zinc (min.)	10.2 mg	26 mg
Linoleic Acid (min.)	0.76 g	1.95 g
Omega 3 (min.)	0.02 g	0.05 g
Omega 6 (min.)	0.76 g	1.95 g
Taurine (min.)	142 mg	365 mg

Average Metabolisable Energy 390 kJ/100 g

Daily Feeding Guide

Weight of Cat	Inactive Cat	Active Cat
	cups/day	cups/day
3 kg	1/3	1/3
4 kg	1/3	1/2
5 kg	1/3	1/2
6 kg	1/2	2/3
7 kg	1/2	2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ ADULT CAT

– Chicken with Rice

- Formulated for adult maintenance feeding (1-8 years) of cats.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 4 kg adult cat inactive feeding guide:
500 g = 12 days, 3 kg bag = 78 days, 6 kg bag = 156 days

INGREDIENTS: Chicken Meal; Rice; Maize Gluten; Chicken Fat; Sorghum; Natural Flavour (Chicken); Turkey Meal; Salt; Dried Beet Pulp; Vitamins and Minerals; Sunflower Oil; Sodium Tripolyphosphate; Amino Acids (incl. Taurine and Methionine); Antioxidants.



Tempts Fussy Eaters

High quality ingredients and a great tasting formulation – guaranteed to tempt even the fussiest eaters.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula aids nutrient absorption, promotes healthy digestion and reduced litter box odour.



Antioxidant Vitamins C and E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further support skin and coat health.



Approx size



Available in 500 g, 3 kg & 6 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	34 %	87.1 g
Fat, crude	20 %	51.2 g
Moisture	6.5 %	16.6 g
Ash	9.5 %	24.3 g
Vitamin E (min.)	39 IU	100 IU
Vitamin C (min.)	25 mg	64.1 mg
Zinc (min.)	10.2 mg	26 mg
Linoleic Acid (min.)	0.76 g	1.95 g
Omega 3 (min.)	0.02 g	0.05 g
Omega 6 (min.)	0.76 g	1.95 g
Taurine (min.)	142 mg	365 mg

Average Metabolisable Energy 390 kJ/100 g

Daily Feeding Guide

Weight of Cat	Inactive Cat	Active Cat
	cups/day	cups/day
3 kg	1/3	1/3
4 kg	1/3	1/2
5 kg	1/3	1/2
6 kg	1/2	2/3
7 kg	1/2	2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ ADULT CAT

– Chicken & Salmon with Rice

- Formulated for adult maintenance feeding (1-8 years) of cats.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 4 kg adult cat inactive feeding guide:
3 kg bag = 78 days, 6 kg bag = 156 days

INGREDIENTS: Chicken Meal; Rice; Chicken Fat; Maize Gluten; Rice Flour; Sorghum; Natural Flavours (Chicken); Salmon Meal; Turkey Meal; Salt; Dried Beet Pulp; Vitamins and Minerals; Sodium Tripolyphosphate; Amino Acids (incl. Taurine and Methionine); Antioxidants.



Tempts Fussy Eaters

High quality ingredients and a great tasting formulation – guaranteed to tempt even the fussiest eaters.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula aids nutrient absorption, promotes healthy digestion and reduced litter box odour.



Antioxidant Vitamins C and E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further support skin and coat health.



Approx size

Available in 3 kg & 6 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	34 %	87.2 g
Fat, crude	20 %	51.3 g
Moisture	6.5 %	16.7 g
Ash	9.5 %	24.4 g
Vitamin E (min.)	39 IU	100 IU
Vitamin C (min.)	25 mg	64.1 mg
Zinc (min.)	10.2 mg	26 mg
Linoleic Acid (min.)	0.76 g	1.95 g
Omega 3 (min.)	0.02 g	0.05 g
Omega 6 (min.)	0.76 g	1.95 g
Taurine (min.)	142 mg	364 mg

Average Metabolisable Energy 390 kJ/100 g

Daily Feeding Guide

Weight of Cat	Inactive Cat	Active Cat
	cups/day	cups/day
3 kg	1/3	1/3
4 kg	1/3	1/2
5 kg	1/3	1/2
6 kg	1/2	2/3
7 kg	1/2	2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™



Specific Needs Cat

Expert Pet Nutrition™
ADVANCE™

ADVANCE™ MULTICAT ALL AGES

– Chicken & Salmon with Rice

- Formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for all life stages.
- Ideal for multiple cat households.

LIFE-STAGE: Growth & Adult

FEEDING DAYS: Based on 4 kg adult cat inactive feeding guide:
500 g = 12 days, 3 kg bag = 78 days, 6 kg bag = 156 days

INGREDIENTS: Chicken Meal; Rice; Maize Gluten; Chicken Fat; Sorghum; Natural Flavours (Chicken); Rice Flour; Turkey Meal; Salt; Salmon Meal; Vitamins and Minerals; Dried Beet Pulp; Sunflower Oil; Amino Acids (incl. Taurine and Methionine); Antioxidants; Fish Oil; Sodium Tripolyphosphate; Colostrum.



All Ages

Formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for all life stages.



Natural Colostrum

Colostrum helps increase gut microbiome diversity and stability, important for a cat's overall health.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula aids nutrient absorption, promotes healthy digestion and reduced litter box odour.



Antioxidant Vitamins C and E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further support skin and coat health.



Approx size



Available in 500 g, 3 kg & 6 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	34 %	87.2 g
Fat, crude	20 %	51.3 g
Moisture	6.5 %	16.7 g
Ash	9.5 %	24.4 g
Vitamin E (min.)	39 IU	100 IU
Vitamin C (min.)	25 mg	64.1 mg
Zinc (min.)	10.2 mg	26 mg
Linoleic Acid (min.)	0.76 g	1.95 g
Omega 3 (min.)	0.02 g	0.05 g
Omega 6 (min.)	0.76 g	1.95 g
Taurine (min.)	142 mg	364 mg

Average Metabolisable Energy 390 kJ/100 g

Daily Feeding Guide

Weight of Cat	Inactive Cat	Active Cat
	cups/day	cups/day
3 kg	1/3	1/3
4 kg	1/3	1/2
5 kg	1/3	1/2
6 kg	1/2	2/3
7 kg	1/2	2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ HEALTHY AGEING

– Chicken with Rice

- Formulated for adult maintenance feeding of mature (8 years plus) cats.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 4 kg adult cat inactive feeding guide:
3 kg bag = 78 days

INGREDIENTS: Chicken Meal; Rice; Maize Gluten; Chicken Fat; Sorghum; Natural Flavour (Chicken); Turkey Meal; Salt; Dried Beet Pulp; Vitamins and Minerals; Sunflower Oil; Fish Oil; Sodium Tripolyphosphate; Amino Acids (incl. Taurine and Methionine); Antioxidants; Green Lipped Mussel Powder.



7 Heart Health Nutrients

Formulated with a blend of nutrients including Taurine, Arginine and Vitamin E which have been shown to support vascular health and cardiac function.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, scientifically proven to help manage joint health.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Omega 3 DHA and Choline

Helps maintain brain function to support healthy ageing.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further support skin and coat health.



Approx size



Available in a 3 kg bag.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	32 %	86.4 g
Fat, crude	16 %	43.2 g
Moisture	6.5 %	17.5 g
Ash	9.5 %	25.7 g
Vitamin E (min.)	37 IU	100 IU
Vitamin C (min.)	25 mg	67.6 mg
Zinc (min.)	9.6 mg	26 mg
Linoleic Acid (min.)	0.72 g	1.95 g
Omega 3 (min.)	0.02 g	0.05 g
Omega 6 (min.)	0.72 g	1.95 g
DHA (min.)	0.01 g	0.03 g
Taurine (min.)	135 mg	365 mg
Chondroitin (min.)	2 mg	5.4 mg
Glucosamine (min.)	5 mg	13.5 mg

Average Metabolisable Energy 370 kJ/100 g

Daily Feeding Guide

Weight of Cat	Inactive Cat	Active Cat
	cups/day	cups/day
3 kg	1/3	1/3
4 kg	1/3	1/2
5 kg	1/3	1/2
6 kg	1/2	2/3
7 kg	1/2	2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ INDOOR

– Chicken with Rice

- Formulated to support the needs of adult cats predominantly living indoors.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 4 kg adult cat inactive feeding guide:
2 kg bag = 52 days, 6 kg bag = 156 days

INGREDIENTS: Chicken Meal; Rice; Maize Gluten; Chicken Fat; Sorghum; Natural Flavour (Chicken); Dried Beet Pulp; Turkey Meal; Salt; Cellulose; Vitamins and Minerals; Sunflower Oil; Slippery Elm Bark; Sodium Tripolyphosphate; Amino Acid (incl. Taurine and Methionine); Antioxidant; Psyllium Husk; L-Carnitine.



L-Carnitine

Helps turn fat into energy. Encourages healthy bodyweight by supporting metabolism and maintaining lean muscle mass.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



4 in 1 Hairball Reduction

Natural Fibre, Psyllium Husk, Cellulose and Slippery Elm Bark promote the movement of ingested hair gently through the intestinal tract to help reduce the frequency of hairballs.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula aids nutrient absorption, promotes healthy digestion and reduced litter box odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further support skin and coat health.



Approx size



Available in 2 kg & 6 kg bags.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	32 %	86.4 g
Fat, crude	16 %	43.2 g
Moisture	6.5 %	17.5 g
Ash	9.5 %	25.6 g
Vitamin E (min.)	37 IU	100 IU
Vitamin C (min.)	25 mg	67 mg
Zinc (min.)	9.6 mg	26 mg
Linoleic Acid (min.)	0.72 g	1.95 g
Omega 3 (min.)	0.02 g	0.05 g
Omega 6 (min.)	0.72 g	1.95 g
Taurine (min.)	135 mg	365 mg
L-Carnitine (min.)	5 mg	13.5 mg

Average Metabolisable Energy 370 kJ/100 g

Daily Feeding Guide

Weight of Cat	Inactive Cat	Active Cat
	cups/day	cups/day
3 kg	1/3	1/3
4 kg	1/3	1/2
5 kg	1/3	1/2
6 kg	1/2	2/3
7 kg	1/2	2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ TRIPLE ACTION DENTAL CARE

– Chicken with Rice

- Formulated to promote dental health in adult cats.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 4 kg adult cat inactive feeding guide:
2 kg bag = 52 days

INGREDIENTS: Chicken Meal; Rice; Maize Gluten; Chicken Fat; Sorghum; Natural Flavour (Chicken); Turkey Meal; Salt; Vitamins and Minerals; Dried Beet Pulp; Sunflower Oil; Sodium Tripolyphosphate; Amino Acids (incl. Taurine and Methionine); Antioxidants; Plant Extracts (source of Catechins).



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Kibble Technology

A larger kibble assists mechanical abrasion, to help reduce plaque and tartar accumulation.



Natural Plant Extract

Contains catechins which help to freshen the breath by inhibiting the growth of bacteria.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula aids nutrient absorption, promotes healthy digestion and reduced litter box odour.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further support skin and coat health.



Approx size



Available in a 2 kg bag.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	34 %	87.1 g
Fat, crude	20 %	51.2 g
Moisture	6.5 %	16.6 g
Ash	9.5 %	24.3 g
Vitamin E (min.)	39 IU	100 IU
Vitamin C (min.)	25 mg	64.1 mg
Zinc (min.)	10.2 mg	26 mg
Linoleic Acid (min.)	0.76 g	1.95 g
Omega 3 (min.)	0.02 g	0.05 g
Omega 6 (min.)	0.76 g	1.95 g
Taurine (min.)	142 mg	365 mg

Average Metabolisable Energy 390 kJ/100 g

Daily Feeding Guide

Weight of Cat	Inactive Cat	Active Cat
	cups/day	cups/day
3 kg	1/3	1/3
4 kg	1/3	1/2
5 kg	1/3	1/2
6 kg	1/2	2/3
7 kg	1/2	2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ HAIRBALL

– Chicken with Rice

- Formulated to help reduce the frequency of hairballs in adult cats.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 4 kg adult cat inactive feeding guide:
2 kg bag = 52 days

INGREDIENTS: Chicken Meal; Rice; Maize Gluten; Chicken Fat; Sorghum; Natural Flavour (Chicken); Dried Beet Pulp; Turkey Meal; Salt; Cellulose; Vitamins and Minerals; Sunflower Oil; Slippery Elm Bark; Sodium Tripolyphosphate; Amino Acids (incl. Taurine and Methionine); Antioxidants; Psyllium Husk.



4 in 1 Hairball Reduction

Natural Fibre, Psyllium Husk, Cellulose and Slippery Elm Bark promote the movement of ingested hair gently through the intestinal tract to help reduce the frequency of hairballs.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula aids nutrient absorption, promotes healthy digestion and reduced litter box odour.



Antioxidant Vitamins C and E

Clinically proven to increase antioxidant level. Helps provide a natural defence against Australia's climate.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further support skin and coat health.



Approx size



Available in a 2 kg bag.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	34 %	87.1 g
Fat, crude	20 %	51.2 g
Moisture	6.5 %	16.6 g
Ash	9.5 %	24.3 g
Vitamin E (min.)	39 IU	100 IU
Vitamin C (min.)	25 mg	64.1 mg
Zinc (min.)	10.2 mg	26 mg
Linoleic Acid (min.)	0.76 g	1.95 g
Omega 3 (min.)	0.02 g	0.05 g
Omega 6 (min.)	0.76 g	1.95 g
Taurine (min.)	142 mg	365 mg

Average Metabolisable Energy 390 kcals/100 g

Daily Feeding Guide

Weight of Cat	Inactive Cat	Active Cat
	cups/day	cups/day
3 kg	1/3	1/3
4 kg	1/3	1/2
5 kg	1/3	1/2
6 kg	1/2	2/3
7 kg	1/2	2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ SENSITIVE SKIN & DIGESTION

– Turkey with Rice

- Formulated to support adult cats with skin and digestive sensitivities.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 4 kg adult cat inactive feeding guide:
2kg bag = 52 days

INGREDIENTS: Turkey Meal; Rice; Maize Gluten; Chicken Fat; Sorghum; Natural Flavour (Chicken); Salt; Vitamins and Minerals; Dried Beet Pulp; Sunflower Oil; Sodium Tripolyphosphate; Antioxidants; Amino Acids (incl. Taurine and Methionine); Colostrum.



Skin Barrier Nutrients

Contains key nutrients Pantothenic Acid and Niacin to maintain a healthy skin barrier. Helps manage skin sensitivity.



Natural Colostrum

Colostrum helps increase gut microbiome diversity and stability, important for a cat's overall health.



Fermentable Prebiotic Fibre

Helps support a balanced gut microbiome plus a highly digestible formula aids nutrient absorption, promotes healthy digestion and reduced litter box odour.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further support skin and coat health.



Approx size



Available in a 2 kg bag.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	34 %	87.1 g
Fat, crude	20 %	51.2 g
Moisture	6.5 %	16.6 g
Ash	9.4 %	24.1 g
Vitamin E (min.)	39 IU	100 IU
Vitamin C (min.)	25 mg	64.1 mg
Zinc (min.)	10.2 mg	26 mg
Linoleic Acid (min.)	0.76 g	1.95 g
Omega 3 (min.)	0.02 g	0.05 g
Omega 6 (min.)	0.72 g	1.95 g
Taurine (min.)	142 mg	365 mg

Average Metabolisable Energy 390 kJ/100 g

Daily Feeding Guide

Weight of Cat	Inactive Cat	Active Cat
	cups/day	cups/day
3 kg	1/3	1/3
4 kg	1/3	1/2
5 kg	1/3	1/2
6 kg	1/2	2/3
7 kg	1/2	2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ HEALTHY WEIGHT

– Chicken with Rice

- Formulated to help restrict weight gain in adult cats, when fed as directed.

LIFE-STAGE: Adult

FEEDING DAYS: Based on 4 kg adult cat inactive feeding guide:
2 kg bag = 52 days

INGREDIENTS: Chicken Meal; Rice; Maize Gluten; Chicken Fat; Sorghum; Natural Flavour (Chicken); Turkey Meal; Salt; Vitamins and Minerals; Dried Beet Pulp; Sunflower Oil; Sodium Tripolyphosphate; Amino Acids (incl. Taurine and Methionine); Antioxidants; Green Lipped Mussel Powder; L-Carnitine.



Reduced Fat Content*

High quality protein helps maintain muscle mass, while a reduced fat content helps restrict weight gain when fed as directed. *20% less fat than ADVANCE™ Cat Dry Adult Chicken with Rice



L-Carnitine

Helps turn fat into energy. Encourages healthy bodyweight by supporting metabolism and maintaining lean muscle mass.



Controlled Mineral Level

A controlled mineral level and high digestibility promotes increased water turnover and a healthy urinary tract.



Tartar Reduction Formula

Formulated with an active ingredient that binds calcium in the saliva to help reduce tartar formation to promote dental health.



Freeze Dried Green Lipped Mussel Powder

Source of Chondroitin, Glucosamine and Omega 3 fatty acids, scientifically proven to help manage joint health.



Omega 3 and 6 Plus Zinc

Enhanced levels of natural Omega 3 and Omega 6 fatty acids support a healthy skin and coat and help reduce coat scale. Other nutrients including high quality protein, Zinc and Vitamin A further support skin and coat health.



Approx size



Available in a 2 kg bag.

Typical Composition

	Per 100 g	Per 1000 kcal
Protein, crude	32 %	86.4 g
Fat, crude (min.)	12 %	32.4 g
Fat, crude (max.)	16 %	43.2 g
Moisture	6.5 %	17.5 g
Ash	9.5 %	25.7 g
Vitamin E (min.)	37 IU	100 IU
Vitamin C (min.)	25 mg	67.6 mg
Zinc (min.)	9.6 mg	26 mg
Linoleic Acid (min.)	0.72 g	1.95 g
Omega 3 (min.)	0.02 g	0.05 g
Omega 6 (min.)	0.72 g	1.95 g
Taurine (min.)	135 mg	365 mg
L-Carnitine (min.)	5 mg	13.5 mg
Chondroitin (min.)	2 mg	5.4 mg
Glucosamine (min.)	5 mg	13.5 mg

Average Metabolisable Energy 370 kJ/100 g

Daily Feeding Guide

Weight of Cat	Inactive Cat	Active Cat
	cups/day	cups/day
3 kg	1/3	1/3
4 kg	1/3	1/2
5 kg	1/3	1/2
6 kg	1/2	2/3
7 kg	1/2	2/3

1 standard metric cup (250 ml) = 115 grams

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ feline wet food range

The ADVANCE™ range of wet food for cats is available in 85 g trays and pouches and contains no artificial preservatives.

Mixed feeding provides a pet with taste and texture variety and enables them to get the benefits each feeding format offers.

Australian pets need to rehydrate more regularly. The use of wet food helps a pet gain additional moisture from their diet.

Wet foods are less energy dense than dry food, so they allow for a larger meal to be fed for the same number of calories. This is particularly useful for weight loss or healthy weight maintenance. Pet obesity in Australia (and globally) is a serious health issue. In addition, the feeding of wet foods helps support lower urinary tract health.



Lifestage

For cats with no specific health concerns, choose a lifestage formula based on their age.

KITTEN TRAY



ADVANCE™
Kitten - Tender
Chicken Delight

ADVANCE™
Kitten - Chicken
& Salmon Medley

ADULT TRAY



ADVANCE™
Adult - Chicken
& Liver Medley

ADVANCE™
Adult - Chicken
& Salmon
Medley

ADVANCE™
Adult - Tender
Chicken Delight

ADVANCE™
Adult - with
Delicate Tuna

ADVANCE™
Adult - with
Succulent
Turkey

KITTEN POUCH



ADVANCE™
Kitten - with Chicken
in Jelly

ADVANCE™
Kitten - with Lamb
in Gravy

ADULT POUCH



ADVANCE™
Adult - with Ocean
Fish in Jelly

ADVANCE™ Indoor
- with Chicken &
Turkey in Jelly

ADVANCE™
Adult - with
Chicken in Jelly

ADVANCE™
Healthy Ageing -
with Ocean Fish
in Jelly

ADULT POUCH MULTI-VARIETY PACK



Adult - with Chicken
in Jelly/with Ocean
Fish in Jelly



Adult - with Ocean
Fish in Jelly/Indoor
with Chicken &
Turkey in Jelly

ADVANCE™ FELINE DRY RANGE SUMMARY

CAT LIFE STAGE DRY RANGE

ADVANCE™ Kitten - Chicken with Rice	500 g, 3 kg & 6 kg
ADVANCE™ Adult - Ocean Fish with Rice	3 kg & 6 kg
ADVANCE™ Adult - Chicken with Rice	500 g, 3 kg & 6 kg
ADVANCE™ Adult - Chicken & Salmon with Rice	3 kg & 6 kg
ADVANCE™ Multi Cat All Ages - Chicken & Salmon with Rice	500 g, 3 kg & 6 kg
ADVANCE™ Healthy Ageing - Chicken with Rice	3 kg

CAT SPECIFIC NEEDS DRY RANGE

ADVANCE™ Indoor - Chicken with Rice	2 kg & 6 kg
ADVANCE™ Triple Action Dental Care - Chicken with Rice	2 kg
ADVANCE™ Hairball - Chicken with Rice	2 kg
ADVANCE™ Sensitive Skin & Digestion - Turkey with Rice	2 kg
ADVANCE™ Healthy Weight - Chicken with Rice	2 kg



Expert Pet Nutrition™

ADVANCE™

ADVANCE™ FELINE WET RANGE SUMMARY

KITTEN TRAY RANGE

ADVANCE™ Kitten - Tender Chicken Delight	(7 x 85 g) & 85 g
ADVANCE™ Kitten - Chicken & Salmon Medley	(7 x 85 g) & 85 g

ADULT CAT TRAY RANGE

ADVANCE™ Adult - Tender Chicken Delight	(7 x 85 g) & 85 g
ADVANCE™ Adult - Chicken & Liver Medley	(7 x 85 g) & 85 g
ADVANCE™ Adult - with Succulent Turkey	(7 x 85 g) & 85 g
ADVANCE™ Adult - with Delicate Tuna	(7 x 85 g) & 85 g
ADVANCE™ Adult - Chicken & Salmon Medley	(7 x 85 g) & 85 g

KITTEN POUCH RANGE

ADVANCE™ Kitten - with Chicken in Jelly	(12 x 85 g) & 85 g
ADVANCE™ Kitten - with Lamb in Gravy	(12 x 85 g) & 85 g

ADULT CAT POUCH RANGE

ADVANCE™ Adult - with Ocean Fish in Jelly	(12 x 85 g) & 85 g
ADVANCE™ Adult - with Chicken in Jelly	(12 x 85 g) & 85 g
ADVANCE™ Indoor - with Chicken & Turkey in Jelly	(12 x 85 g) & 85 g
ADVANCE™ Healthy Ageing - with Ocean Fish in Jelly	(12 x 85 g) & 85 g

ADULT MULTI VARIETY POUCH RANGE

Adult - with Chicken in Jelly/with Ocean Fish in Jelly	(12 x 85 g)
Adult - with Ocean Fish in Jelly/Indoor with Chicken & Turkey in Jelly	(12 x 85 g)

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ADVANCE™