



THE NATURE OF  
GENUINE  
NUTRITION™



*Introducing*

# HOLISTIC FOODS

*From VÉRUS pet foods*

VÉRUS Pet Foods are crafted in the United States with the honest nutrition only available from wholesome super premium ingredients. Our foods are formulated to meet the highest dietary recommendations for your pets using whole meats, whole grains, vitamin antioxidant preservation, organic nutrient sources and chelated minerals; all providing ideal critical nutrition building blocks, essential fatty acids and micronutrients for the healthiest pets at all life stages.

It is not a marketing gimmick to use whole food ingredients. Each serving of VÉRUS holistic foods ensures a healthy coat, strong and consistent energy, and a long, healthy pet life thanks to the ingredients we've chosen:

- **Proteins fit for your table for highest quality, including United States raised Chicken, antibiotic free with no growth hormones and grass fed New Zealand and Australian lamb**
- **Pesticide free whole grains chock-full of nutrients and steady metabolizing energy**
- **Omega 3 rich cold water fish for healthy coat and boosted immune system, preserved naturally**

*And, what we leave out of our foods makes a difference too:*

- **No wheat, corn, soybean or empty fillers that are stripped of their nutritional value and may lead to pet weight gain**
- **No meat by-products like head, feet, bones, blood, or other items that lead to unnecessary hard work for pets' kidneys**
- **No synthetic chemical preservatives, like BHT, BHA, or ethoxyquin are added to our formulas**



# POWERHOUSE OF IMMUNE SUPPORT

Omega 3 fatty acids are among the most important nutrients for dogs—yet they are almost entirely missing from pet foods today. VerUS Pet Foods are different. We optimize our formulas to ensure dogs get the higher level of Omega 3 fatty acids their bodies need to:



- Maintain a healthy immune system
- Reduce inflammation from arthritis, allergies, and other disorders
- Prevent or combat dry hair and dull coat
- Fight back against heart disease, cancer, and other diseases

## FEATURING INNOVATIVE FREEZE DRIED LIVE PROBIOTICS:

All dry VerUS® formulas contain a patent pending freeze dried live probiotic, unique in the pet food industry. Probiotics are microorganisms that stimulate the production of healthy bacteria in the intestines. This improves digestion and intestinal function. Research suggests this may also provide significant benefit to immune function as well. Once consumed, these freeze dried live microorganism reactivate providing full health benefits for your pet. VerUS® Pet Foods is the only pet food company in the world using this technology. All other companies use dead strains which provide little or no benefit to your pet. We guarantee over 90% activity of our probiotics in our food.

## Omega 6 & 3 fatty acids:

Although the proper balance for Omega-6 (n6) to Omega-3 (n3) fatty acids for a healthy dog is not exactly known, studies show that a ratio of roughly 4 n-6 to 1 n-3 provides adequate quantities of n-3 fatty acids to positively influence the immune system. Higher levels of n-3 fatty acids may provide even greater immune benefit for dogs that are experiencing immune related disorders. Pet foods containing significant levels of n-6 fatty acids, such as those using sunflower, safflower and other vegetable oils as their primary fat source may actually suppress the immune system. These foods are normally designed to appeal to the humans purchasing the food, not the dog eating it.

For more detailed analysis of all our pet foods,  
see our website:

[www.veruspethfoods.com](http://www.veruspethfoods.com)



[www.veruspethfoods.com](http://www.veruspethfoods.com)



# PET NUTRITION FACTS

## Think the sourcing of ingredients are important? We do!

- Menhaden fish from US waters, preserved at sea naturally with antioxidants
- USA sourced Chicken free from antibiotics and growth efficiency drugs
- Grass-fed lamb meat from New Zealand and Australia, the source of healthy flocks
- GMO free whole grains and GMO free potatoes both sourced locally from Pennsylvania and New York State
- Kelp sourced from cold waters rich in micronutrients
- Flax seed is ground just before blending to eliminate the potential for oxidation
- Freeze dried live probiotics from Maryland

## Chicken Meal vs. Fresh Chicken:

The Association of American Feed Control Officials (AAFCO) is our government's regulatory body for the pet food industry. Every pet food bag you purchase will contain a statement that the food is produced in accordance with AAFCO standards. They provide nutritional requirements, testing procedures, and ingredient definitions.

Chicken is defined by AAFCO as a clean combination of meat and skin, with or without the bone. It must not contain any heads, feet, feathers, or entrails (guts).

Chicken meal is defined by AAFCO as the dry clean combination of meat and skin, with bone. It must not contain any heads, feet, feathers, or entrails (guts).

The only difference between the two definitions is the moisture. When using fresh meat in our formulas it requires additional cost of handling and reduced efficiency rates in production. Therefore the cost is a little higher.

The difference in using fresh meat and meals is that it is one step closer to producing food just how you would in your own kitchen. The natural flavor and goodness of the food is enhanced. your pets will love the difference.

**LIFE VIRTUE** is a combination of great tasting, highly digestible, nutrient packed, fresh chicken, vegetables, and legumes providing complete and balanced nutrition for your adult dog. We start with fresh EU certified chicken to give our food a taste your dog can't resist. Then we combine lentils, chickpeas, split green peas, and yams as a healthy rich organic source of vitamins, minerals, and complex carbohydrates. Topped off with our exclusive vitamins and chelated minerals for nutritional insurance.

Give your pet the healthy, wholesome goodness they deserve, feed VÉRUS® Life Virtue!

As with all VÉRUS® Pet Foods, VÉRUS® Canine Life Virtue Holistic Formula is backed with a 100% satisfaction guarantee.



Available bag sizes:  
5 lb., 15 lb. and 30 lb.

## VÉRUS Life Virtue Chicken, Lentils and Yams

**INGREDIENTS:** Chicken, Chicken meal, Lentils, Chickpeas, Split Green Peas, Tapioca, Chicken Fat (preserved with mixed tocopherols), Yams, Ground Whole Flaxseed, Natural Flavors, Herring Meal, Menhaden Fish Oil (preserved with mixed tocopherols), Eggs, Alfalfa Meal, Chicory Extract, Dried Cranberry, Tomato Pomace, Dried Carrots, Kelp, Dried Pumpkin, Dried Pediococcus acidilactici Fermentation Product, Salt, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin Supplement, Biotin, Thiamine Mononitrate, L-Carnitine, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin A Acetate, Vitamin B12 Supplement, Vitamin D3 Supplement, Folic Acid, Choline Chloride, Potassium Chloride, Zinc Proteinat, Betaine Anhydrous, Iron Proteinat, Selenium Yeast, Copper Proteinat, Manganese Proteinat, Calcium Iodate

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 24.00%	Moisture (maximum) 10.00%
Crude Fat (minimum) 15.00%	Crude Fiber (maximum) 3.5%
Omega 3 Fatty Acids (min) 2.00%*	Probiotic Activity (min)..... 3 mil CFU/ gram*
Omega 6 Fatty Acids (min) 4.20%*	

\*Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles

Metab. Energy Actual Analysis: 3679 kcals/ kg= 418 kcals/cup

\*\* CFU = Colony Forming Units

**FEEDING GUIDELINES:**

				
<b>12 lbs. or less</b>	<b>12-25 lbs.</b>	<b>26-50 lbs.</b>	<b>51-75 lbs.</b>	<b>76-100 lbs.</b>
1/2 cup	1/2 - 1 cup	1 - 2 cups	2 - 3 cups	3 - 4 cups

Use a standard 8 oz/240 ml liquid measuring cup = 4 oz/113 gm dry





**COLD WATER FISH** is a combination of great tasting, highly digestible, nutrient dense, fresh cold water ocean fish, vegetables, and legumes providing complete and balanced nutrition for all life stages of your dog. We start with fresh salmon and Omega 3 rich menhaden and herring meat protein to give our food a taste your dog can't resist. Then we combine lentils, chickpeas, split green peas, and yams as a healthy rich organic source of vitamins, minerals, and complex carbohydrates. Added to this unique formula is Omega 3 rich menhaden fish oil to provide healthy benefits for the immune system and skin and coat. We top this formula off with our exclusive vitamins and chelated minerals for nutritional insurance.



Give your pet the Healthy, Natural, Wholesome goodness they deserve, feed VÉRUS® Cold Water Fish!

Available bag sizes:  
5 lb., 15 lb. and 30 lb.

## VÉRUS Cold Water Fish Salmon, Menhaden meal & herring

**INGREDIENTS:** Salmon, Menhaden Fish Meal, Lentils, Chickpeas, Green Peas, Chicken Fat (preserved with mixed tocopherols), Tapioca, Herring, Herring Meal, Yams, Natural Flavors, Menhaden Fish Oil (preserved with mixed tocopherols), Flaxseed, Chicory Extract, Dried Cranberry, Tomato Pomace, Dried Carrots, Kelp, Dried Pumpkin, Dried Pediococcus acidilactici Fermentation Product, Salt, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin Supplement, Biotin, Thiamine Mononitrate, L-Carnitine, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin A Acetate, Vitamin B12 Supplement, Vitamin D3 Supplement, Folic Acid, Choline Chloride, Potassium Chloride, Zinc Proteinat, Betaine Anhydrous, Iron Proteinat, Selenium Yeast, Copper Proteinat, Manganese Proteinat, Calcium Iodate

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 26.00%	Moisture (maximum) 10.00%
Crude Fat (minimum) 15.00%	Crude Fiber (maximum) 3.5%
Omega 3 Fatty Acid 2.00%*	Probiotic Activity (min)..... 3 mil CFU/ gram*
Omega 6 Fatty Acid 3.20%*	

\*Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles

Metab. Energy Actual Analysis: 3688 kcals/ kg= 419 kcals/cup

\*\*CFU = Colony Forming Units

**FEEDING GUIDELINES:**

				
<b>12 lbs. or less</b>	<b>12-25 lbs.</b>	<b>26-50 lbs.</b>	<b>51-75 lbs.</b>	<b>76-100 lbs.</b>
1/2 cup	1/2 - 1 cup	1 - 2 cups	2 - 3 cups	3 - 4 cups

Use a standard 8 oz/240 ml liquid measuring cup = 4 oz/113 gm dry



**LIFE ADVANTAGE** is a proven combination of highly digestible, nutrient packed, whole foods prepared perfectly for your adult dog. Designer pet foods today contain so many ingredients that provide little or no value to your pet once they are cooked. You won't find those ingredients in VÉRUS® Life Advantage or any other VÉRUS® formula. We call that "window dressing". VÉRUS® Life Advantage features L- Carnitine for maximum performance, Chicory extract as a source of prebiotics, and is antibiotic free with no bioengineered ingredients. Our commitment is genuine. VÉRUS® Life Advantage is backed by our 100% satisfaction guarantee.



Available bag sizes:  
5 lb., 15 lb. and 30 lb.

## VÉRUS Life Advantage Chicken Meal, Oats and Brown Rice

**INGREDIENTS:** Chicken Meal, Ground Oats, Ground Brown Rice, Rice Bran, Chicken Fat, (preserved with Mixed Tocopherols), Beet Pulp, Sun Cured Alfalfa, Flaxseed, Tomato Pomace, Chicory Extract, Kelp, Natural Flavors, Yucca Schidigera Extract, Dried Pediococcus acidilactici Fermentation Product, Salt, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin Supplement, Biotin, Thiamine Mononitrate, L-Carnitine, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin A Acetate, Vitamin B12 Supplement, Vitamin D3 Supplement, Folic Acid, Choline Chloride, Potassium Chloride, Zinc Proteinate, Betaine Anhydrous, Iron Proteinate, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Calcium Iodate

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 24.00%	Crude Fat (minimum) 15.00%
Crude Fiber (maximum) 4.5%	Moisture (maximum) 10.00%
Omega 3 Fatty Acid (min) 0.47%*	
Omega 6 Fatty Acid (min) 2.72%*	
Probiotic Activity (min)..... 3 mil CFU/ gram*	

\*Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles Metab. Energy Actual Analysis: 3721 kcals/ kg = 422 kcals/cup

**ADULT FEEDING GUIDELINES:**

				
<b>12 lbs. or less</b>	<b>12-25 lbs.</b>	<b>26-50 lbs.</b>	<b>51-75 lbs.</b>	<b>76-100 lbs.</b>
1/2 cup	1/2 - 1 cup	1 - 2 cups	2 - 3 cups	3 - 4 cups

Use a standard 8 oz/240 ml liquid measuring cup = 4 oz/113 gm dry





**ADVANCED OPTICOAT** contains wild caught cold water fish, menhaden fish oil and flax oil; all rich in valuable EPA, DHA and ALA Omega 3 fatty acids. When metabolized by your dog, they produce less inflammatory eicosanoids, reducing itching and other discomforts of allergies.

NO other pet food in the market today contains as high a level of Omega 3 fatty acids. Clinical studies have shown the benefit of Omega 3 fatty acids for a wide range of health problems including: allergies and autoimmune conditions, arthritis, inflammatory diseases, dry hair and dull coat, yeast infections, atopy, heart problems and cancers. However, VéRUS® Advanced Opticoat is not just for dogs with allergies or immune mediated disorders. All dogs love the hearty taste of fish, potatoes, kelp and parsley.



Available bag sizes:  
5 lb., 15 lb. and 30 lb.

## VéRUS Advanced Opticoat Menhaden Fish Meal And Potato

**INGREDIENTS:** Menhaden Fish Meal, Potato, Ground Barley, Ground Oats, Menhaden Fish Oil (preserved with Mixed Tocopherols), Flaxseed Oil, Beet Pulp, Flaxseed, Kelp, Parsley, Dried Pediococcus Acidilactici Fermentation Product, Salt, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin Supplement, Biotin, Thiamine Mononitrate, L-Carnitine, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin A Acetate, Vitamin B12 Supplement, Vitamin D3 Supplement, Folic Acid, Choline Chloride, Potassium Chloride, Zinc Proteinate, Betaine Anhydrous, Iron Proteinate, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Calcium Iodate.

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 22.00%	Alpha Linolenic Acid (minimum) 0.80%*
Crude Fat (minimum) 10.00%	EPA (minimum) 0.81%*
Crude Fiber (maximum) 4.00%	Omega 3 Fatty Acids (minimum) 2.0%*
Moisture (maximum) 10.00%*	Ascorbic Acid (Vitamin C) 69.25 mg/kg
DHA (minimum) 0.48%*	Probiotic Activity (minimum) 3 mil CFU/gram*

\*Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles  
Metab. Energy Actual Analysis: 3501.25 kcals/ kg= 397 kcals/cup

**ADULT FEEDING GUIDELINES:**

				
<b>12 lbs. or less</b>	<b>12-25 lbs.</b>	<b>26-50 lbs.</b>	<b>51-75 lbs.</b>	<b>76-100 lbs.</b>
1/2 cup	1/2 - 1 cup	1 - 2 cups	2 - 3 cups	3 - 4 cups

Use a standard 8 oz/240 ml liquid measuring cup = 4 oz/113 gm dry





**ADULT MAINTENANCE** Lamb, Oats and Brown Rice formula is our original hypo-allergenic diet. Many dogs suffer allergies to common ingredients like dairy, wheat, beef, eggs, brewers yeast, pork, corn, chicken, and soy. Common symptoms of allergies include itchy skin, itchy paws and feet, skin rashes and hives, recurrent ear infections, hair loss, and flaky skin. Food allergies result from two principle factors: a stressed or weak immune system and exposure to a particular protein or group of proteins such as those listed above. The most effective way to address food allergies in dogs is to remove the allergen and nourish the immune system. Adult Maintenance is specially formulated without the use of the common food allergens for dogs. Additionally, the use of whole grain oats, brown rice and sorghum, combined with our chelated minerals, provides a rich source of micro nutrients such as zinc, selenium, chromium, and vitamin E. All these nutrients are vital for proper immune system function. For dogs without allergies, Adult Maintenance is complete and balanced for all stages of a dog's life.



Available bag sizes:  
5 lb., 15 lb. and 30 lb.

## VÉRUS Adult Maintenance Lamb Meal, Oats And Brown Rice

**INGREDIENTS:** Lamb Meal, Ground Oats, Ground Brown Rice, Rice Bran, Flaxseed, Ground Grain Sorghum, Chicken Fat (preserved with Mixed Tocopherols), Chicory Extract, Sun Cured Alfalfa, Kelp, Natural Flavors, Yucca Schidigera Extract, Dried *Pediococcus acidilactici* Fermentation Product, Salt, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin Supplement, Biotin, Thiamine Mononitrate, L-Carnitine, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin A Acetate, Vitamin B12 Supplement, Vitamin D3 Supplement, Folic Acid, Choline Chloride, Potassium Chloride, Zinc ProteinCopper Proteinate, Manganese Proteinate, Calcium Iodate.

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 22.00%	Moisture (maximum) 10.00%
Crude Fat (minimum) 10.00%	Omega 3 Fatty Acid (min) 0.36%*
Crude Fiber (maximum) 4.2%	Omega 6 Fatty Acid (min) 1.39%*
Probiotic Activity (min)..... 3 mil CFU/ gram*	

\*Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles  
Metab. Energy Actual Analysis: 3184.37 kcals/ kg= 361 kcals/cup

**ADULT FEEDING GUIDELINES:**

				
<b>12 lbs. or less</b>	<b>12-25 lbs.</b>	<b>26-50 lbs.</b>	<b>51-75 lbs.</b>	<b>76-100 lbs.</b>
1/2 cup	1/2 - 1 cup	1 - 2 cups	2 - 3 cups	3 - 4 cups

Use a standard 8 oz/240 ml liquid measuring cup = 4 oz/113 gm dry





**WEIGHT MANAGEMENT** food provides a rich, palatable flavor with fewer calories. Maintaining your dog's proper weight is a primary factor in your pet's overall health. As your dog matures, his or her metabolism slows down. When you combine poor quality pet foods with a lack of exercise, it is easy to see why so many pets are overweight. Simple carbohydrates or fillers are the largest contributing factor to excessive weight gain in dogs. On your pet food label you will see them as "Rice Flour, Brewers Rice, Rice, Corn Meal, Wheat Flour, Barley Flour, etc." These are all processed grains, stripped of their nutrition, leaving only simple carbohydrates which convert to sugars - almost instantly - when your dog eats them. Along with contributing to unhealthy weight gain, simple carbohydrates also contribute to the development of diabetes. VÉRUS® Pet Foods contain NO simple carbohydrates! Switching your dog to Weight Management will allow them to return to their healthy weight naturally.



Available bag sizes:  
5 lb., 15 lb. and 30 lb.

## VÉRUS Weight Management Brown Rice, Lamb Meal And Oats

**INGREDIENTS:** Ground Brown Rice, Ground Grain Sorghum, Lamb Meal, Ground Oats, Rice Bran, Chicken Fat (preserved with Mixed Tocopherols), Flaxseed, Chicory Extract, Sun Cured Alfalfa, Kelp, Natural Flavors, Yucca Schidigera Extract, Dried Pediococcus acidilactici Fermentation Product, Salt, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin Supplement, Biotin, Thiamine Mononitrate, L-Carnitine, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin A Acetate, Vitamin B12 Supplement, Vitamin D3 Supplement, Folic Acid, Choline Chloride, Potassium Chloride, Zinc Proteinate, Betaine Anhydrous, Iron Proteinate, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Calcium Iodate.

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 17.00%	Crude Fiber (maximum) 3.50%
Crude Fat (minimum) 8.00%	Moisture (maximum) 10.00%
Omega 3 Fatty Acid (min) 0.30%*	Omega 6 Fatty Acid (min) 1.37%*
Probiotic Activity (min)..... 3 mil CFU/ gram*	

\*Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles  
Metab. Energy Actual Analysis: 3160.81 kcals/ kg = 359 kcals/cup

**ADULT FEEDING GUIDELINES:**

				
<b>12 lbs. or less</b>	<b>12-25 lbs.</b>	<b>26-50 lbs.</b>	<b>51-75 lbs.</b>	<b>76-100 lbs.</b>
1/2 cup	1/2 - 1 cup	1 - 2 cups	2 - 3 cups	3 - 4 cups

Use a standard 8 oz/240 ml liquid measuring cup = 4 oz/113 gm dry



**LARGE BREED PUPPY** is designed for dogs up to 20 months old and 55 pounds or more at maturity. Our unique combination of fresh meats, legumes, and vegetables is formulated with lower energy levels and moderate amounts of calcium and phosphorus to help minimize rapid growth. VéRUS® Large and Giant Breed Puppy formula is complete and balanced nutrition so no supplementation is required. During this critical stage of your dogs life, joints, bones, teeth, organs, and other important body tissue develops as your puppy grows. The development of a quality, healthy body is directly related to the quality of food. No other pet food exceeds the quality and nutrition found in our foods. Since 1993, VéRUS® Pet Foods has been producing healthy holistic foods for our discriminating pet owners. VéRUS®, a food you can trust.

Feed Verus Large and Giant Breed Puppy Formula and watch your puppy grow healthy and strong!

As with all VéRUS® Pet Foods, VéRUS® Large and Giant Breed Puppy Formula is backed with a 100% satisfaction guarantee.



Available bag sizes:  
15 lb. and 30 lb.

## *VéRUS Large Breed PUPPY* Chicken, Lentil & Yams

**INGREDIENTS:** Fresh chicken, Chicken meal, Lentils, Chickpeas, Split green peas, Tapioca, Chicken fat (preserved with mixed tocopherols), Yams, Ground whole flaxseed, Natural flavors, Herring meal, Menhaden fish oil (preserved with mixed tocopherols), Eggs, Alfalfa meal, Dehydrated chicken cartilage, Chicory extract, Glucosamine Hydrochloride, Dried Cranberry, Tomato Pomace, Dried Carrots, Kelp, Dried Pumpkin, Dried *Pediococcus acidilactici* Fermentation Product, Salt, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin Supplement, Biotin, Thiamine Mononitrate, L-Carnitine, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin A Acetate, Vitamin B12 Supplement, Vitamin D3 Supplement, Folic Acid, Choline Chloride, Potassium Chloride, Zinc Proteinate, Betaine Anhydrous, Iron Proteinate, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Calcium Iodate

### **GUARANTEED ANALYSIS:**

Crude Protein (minimum) 23.00%	Crude Fiber (maximum) 4.00%
Crude Fat (minimum) 15.00%	Moisture (maximum) 10.00%
Calcium (minimum) 1.2%	Phosphorus (minimum) 1.0%
Omega 3 Fatty Acid 2.00%*	Probiotic Activity (min)..... 3 mil CFU/ gram*
Omega 6 Fatty Acid 4.00%*	Glucosamine 422 mg/kg*
Chondroitin Sulfate 300 mg/kg*	

\*Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles  
Metab. Energy Actual Analysis: 3515.81 kcals/ kg = 399 kcals/cup

### **FEEDING GUIDELINES:**

See packaging for feeding guidelines based on weight.





**PUPPY ADVANTAGE** is simply the best you can do for your small to medium breed puppy! Nutrition during your puppy's first year is more critical than any other time of his or her life. This is the time when tissue and organ development occurs. In order to develop the highest quality tissue, your puppy needs high quality food. Our pure low ash, antibiotic and hormone free chicken is the best source of protein for tissue development. That's just the first piece in the nutritional puzzle. We combine these great tasting meat proteins with holistic whole grain brown rice and oats as complex carbohydrates for stored energy; kelp and alfalfa for rich organic nutrients; flaxseed and fish oil for brain building omega-3 fatty acids; and chelated minerals for strong bones and teeth.



Available bag sizes:  
5 lb., 15 lb. and 30 lb.

## Verus Puppy Advantage Chicken meal, Oats And Brown Rice

**INGREDIENTS:** Chicken Meal, Ground Oats, Ground Brown Rice, Chicken Fat (preserved with Mixed Tocopherols), Rice Bran, Sun Cured Alfalfa, Beet Pulp, Flaxseed, Fish Oil, Chicory Extract, Kelp, Natural Flavors, Yucca Schidigera Extract, Dried Pediococcus acidilactici Fermentation Product, Salt, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin Supplement, Biotin, Thiamine Mononitrate, L-Carnitine, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin A Acetate, Vitamin B12 Supplement, Vitamin D3 Supplement, Folic Acid, Choline Chloride, Potassium Chloride, Zinc Proteinate, Betaine Anhydrous, Iron Proteinate, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Calcium Iodate.

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 26.00%	Crude Fat (minimum) 16.00%
Crude Fiber (maximum) 4.00%	Moisture (maximum) 10.00%
DHA (minimum) 0.04%*	Alpha Linolenic Acid (minimum) 0.41%*
Probiotic Activity (min) 3 mil CFU/gram*	

\*Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles  
Metab. Energy Actual Analysis: 3748.65 kcals/kg = 425 kcals/cup

**PUPPY FEEDING GUIDELINES:**

				
<b>10 lbs. or less</b>	<b>11-20 lbs.</b>	<b>21-30 lbs.</b>	<b>31-40 lbs.</b>	<b>41-50 lbs.</b>
1/2 cup	3/4 cup	1 cup	1 1/2 cups	2 cups

Use a standard 8 oz/240 ml liquid measuring cup = 4 oz/113 gm dry





Great tasting and overflowing with healthful ingredients, VÉRUS **FELINE LIFE ADVANTAGE** is a perfect choice for cats and kittens in all life stages. Carefully created to meet feline dietary needs, our dry food contains low ash and magnesium to maintain a healthy urinary tract; a must for the long life of a cat. Holistic ingredients include chicken raised in the United States free of antibiotics and growth hormones, whole grain, brown rice, and palatable chicken fat preserved only with natural antioxidants. We have thoughtfully added fish meal, fish oil, chicory, dried cranberry and other Omega 3 rich ingredients for a healthy immune system and micronutrients to provide your cat an energetic and healthy life.



Available bag sizes:  
5 lb., 12 lb. and 30 lb.

## VÉRUS Feline Life Advantage Chicken Meal And Brown Rice

**INGREDIENTS:** Chicken Meal, Ground Brown Rice, Chicken Fat (preserved with Mixed Tocopherols), Menhaden Fish Meal, Chicken, Ground Oats, Beet Pulp, Dried Egg Product, Brewers Dried Yeast, Tomato Pomace, Flaxseed, Natural Flavor, Menhaden Oil, Taurine, Chicory Extract, Dried Cranberry, Dried *Pediococcus acidilactici* Fermentation Product, Salt, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin Supplement, Biotin, Thiamine Mononitrate, L- Carnitine, d-Calcium Pantothenate, Riboflavin Supplement, DL-Methionine, Pyridoxine Hydrochloride, Vitamin A Acetate, Vitamin B12 Supplement, Vitamin D3 Supplement, Folic Acid, Choline Chloride, Potassium Chloride, Zinc Proteinatate, Betaine Anhydrous, Iron Plodate, and Yucca Schidigera Extract.

**GUARANTEED ANALYSIS:**

Crude Protein (min) 32.00%	Crude Fat (min) 20.00%
Crude Fiber (max) 3.00%	Moisture (max) 10.00%
Magnesium (max) 0.095%	Calcium (min) 0.9%
Phosphorus (min) 0.7%	Taurine (min) 0.18%
Ash (max) 6.0%	Alpha Linolenic Acid, (minimum) 1.46%*
Probiotic Activity (min) 3 mil CFU/ gram*	

\*Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles  
Metab. Energy Actual Analysis: 4185.34 kcals/ kg = 475 kcals/cup





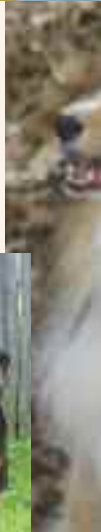
*VÉRUS Holistic*

# CANNED FOODS

*Perfect for topping dry foods or for complete, stand-alone meals.*

VÉRUS holistic canned foods are created with the same high nutritional standards as VÉRUS dry foods. Formulated for all life stages, our canned food provides a complete and balanced diet. Even in our canned foods, we use human grade proteins that are antibiotic and hormone free with complex carbohydrates to sustain energy throughout the day. As always, VÉRUS pet foods adds no meat by-products, synthetic chemical preservatives, or fillers.

Why introduce New Zealand cans to our already established, great palatability and easy digestibility USA blended cans? Around the world there are many countries that produce high quality food products similar to the US, such as New Zealand. Our manufacturing facility in New Zealand upholds the same standards as we have at our EU certified manufacturing facility in the USA. They also show superior quality and offers a few very beneficial ingredients, such as green lipped mussel. All the red meats are range reared and accordingly eat fresh grass, they are not grain fed nor kept in confined spaces. The chicken and turkey items used are either barn reared or free range. New Zealand produces some of the safest chicken in the world as there is zero use of any growth hormones or antibiotics. There are also none of the disease challenges that are prevalent in most other countries. There are no fillers, artificial flavors, or synthetic chemical preservatives added to any of our formulas. All formulas made in New Zealand are GRAIN FREE!







13-oz, 368 gram

## *Verus Duck and Potato*

**INGREDIENTS:** Duck, Duck Broth, Duck Liver, Oats, Potatoes, Canola Oil, Flaxseed Flour, Fish Oil, Alfalfa Sprouts, Dried Kelp, Guar Gum, Calcium Sulfate, Salt, Potassium Chloride, Dicalcium Phosphate, Choline Chloride, Betaine, Taurine, Iron Proteinate, Zinc Proteinate, Vitamin E Supplement, Copper Proteinate, Sodium Selenite, Manganese Proteinate, Niacin, Calcium Pantothenate, Vitamin A Supplement, Ethylenediamine Dihydriodide, Thiamine Mononitrate, Riboflavin Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 8.00%	Crude Fat (minimum) 5.00%
Crude Fiber (maximum) 2.00%	Moisture (maximum) 78.00%
Ash (max) 2.27%	996 Kcals/kg, 366 Kcals/can

## *Verus Turkey and Veggie*

**INGREDIENTS:** Turkey, Turkey Broth, Turkey Liver, Brown Rice, Oats, Peas, Carrots, Flaxseed Flour, Dried Kelp, Pearled Barley, Salt, Calcium Sulfate, Potassium Chloride, Dicalcium Phosphate, Choline Chloride, Betaine, Taurine, Iron Proteinate, Zinc Proteinate, Vitamin E Supplement, Copper Proteinate, Sodium Selenite, Manganese Proteinate, Niacin, Calcium Pantothenate, Vitamin A Supplement, Ethylenediamine Dihydriodide, Thiamine Mononitrate, Riboflavin Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 8.00%	Crude Fat (minimum) 5.00%
Crude Fiber (maximum) 2.00%	Moisture (maximum) 78.00%
Ash (max) 1.46%	1160 Kcals/kg, 427 Kcals/can

## *Verus Garden Select*

**INGREDIENTS:** Beef Liver, Spring Water, Oats, Brown Rice, Canola Oil, Peas, Carrots, Apples, Dried Whole Egg, Flaxseed Flour, Dried Kelp, Calcium Sulfate, Broccoli, Salt, Cabbage, Dicalcium Phosphate, Alfalfa Sprouts, Choline Chloride, Betaine, Taurine, Iron Proteinate, Zinc Proteinate, Vitamin E Supplement, Copper Proteinate, Sodium Selenite, Manganese Proteinate, Niacin, Calcium Pantothenate, Vitamin A Supplement, Ethylenediamine Dihydriodide, Thiamine Mononitrate, Riboflavin Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 8.00%	Crude Fat (minimum) 5.00%
Crude Fiber (maximum) 2.00%	Moisture (maximum) 78.00%
Ash (max) 1.19%	1085 Kcals/kg, 399 Kcals/can





## VÉRUS Beef and Barley

**INGREDIENTS:** Beef, Beef Broth, Beef Liver, Pearled Barley, Brown Rice, Dried Kelp, Calcium Sulfate, Salt, Potassium Chloride, Dicalcium Phosphate, Garlic, Choline Chloride, Betaine, Taurine, Iron Proteinate, Zinc Proteinate, Vitamin E Supplement, Copper Proteinate, Sodium Selenite, Manganese Proteinate, Niacin, Calcium Pantothenate, Vitamin A Supplement, Ethylenediamine Dihydriodide, Thiamine Mononitrate, Riboflavin Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 8.00%	Crude Fat (minimum) 5.00%
Crude Fiber (maximum) 2.00%	Moisture (maximum) 78.00%
Ash (max) 1.75%	1260 Kcals/kg, 463 Kcals/can

## VÉRUS Chicken and Brown Rice

**INGREDIENTS:** Chicken, Chicken Broth, Chicken Liver, Brown Rice, Pearled Barley, Dried Kelp, Salt, Calcium Sulfate, Potassium Chloride, Dicalcium Phosphate, Garlic, Choline Chloride, Betaine, Taurine, Iron Proteinate, Zinc Proteinate, Vitamin E Supplement, Copper Proteinate, Sodium Selenite, Manganese Proteinate, Niacin, Calcium Pantothenate, Vitamin A Supplement, Ethylenediamine Dihydriodide, Thiamine Mononitrate, Riboflavin Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 8.00%	Crude Fat (minimum) 5.00%
Crude Fiber (maximum) 2.00%	Moisture (maximum) 78.00%
Ash (max) 1.55%	1279 Kcals/kg, 470 Kcals/can

## VÉRUS Lamb and Brown Rice

**INGREDIENTS:** Lamb, Lamb Broth, Lamb Liver, Oats, Brown Rice, Peas, Carrots, Dried Kelp, Flaxseed Flour, Pearled Barley, Calcium Sulfate, Salt, Potassium Chloride, Dicalcium Phosphate, Choline Chloride, Betaine, Taurine, Iron Proteinate, Zinc Proteinate, Vitamin E Supplement, Copper Proteinate, Sodium Selenite, Manganese Proteinate, Niacin, Calcium Pantothenate, Vitamin A Supplement, Ethylenediamine Dihydriodide, Thiamine Mononitrate, Riboflavin Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 8.00%	Crude Fat (minimum) 5.00%
Crude Fiber (maximum) 2.00%	Moisture (maximum) 78.00%
Ash (max) 1.87%	1198 Kcals/kg, 397 Kcals/can

## VÉRUS Fish and Potato

**INGREDIENTS:** Ocean Fish (Sardines, Mackerel, Salmon), Ocean Fish Broth, Potatoes, Pearled Barley, Flaxseed Flour, Menhaden Fish Oil, Alfalfa Sprouts, Dried Kelp, Salt, Calcium Sulfate, Potassium Chloride, Dicalcium Phosphate, Choline Chloride, Betaine, Taurine, Iron Proteinate, Zinc Proteinate, Vitamin E Supplement, Copper Proteinate, Sodium Selenite, Manganese Proteinate, Niacin, Calcium Pantothenate, Vitamin A Supplement, Ethylenediamine Dihydriodide, Thiamine Mononitrate, Riboflavin Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (minimum) 8.00%	Crude Fat (minimum) 5.00%
Crude Fiber (maximum) 2.00%	Moisture (maximum) 78.00%
Ash (max) 1.83%	1080 Kcals/kg, 441 Kcals/can





5.5-oz. 156 gram

## Verus Turkey Pate

**INGREDIENTS:** Turkey, Chicken Liver, Turkey Broth, Natural Flavors, Carrots, Salt, Guar Gum, Spinach, Sun-cured Alfalfa, Potassium Chloride, Dicalcium Phosphate, Agar Agar, Choline Chloride, Cranberries, Taurine, Magnesium Proteinate, Iron Proteinate, Zinc Proteinate, Manganese Proteinate, Copper Proteinate, Sodium Selenite, Calcium Iodate, Thiamine Mononitrate, Niacin Supplement, Vitamin E Supplement, Calcium Pantothenate, Pyridoxine Hydrochloride, Riboflavin Supplement, Biotin, Vitamin B12 Supplement, Vitamin D2 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (min) 12.0%, Crude Fat (min) 7.0%, Crude Fiber (max) 1.0%, Ash (max) 2.5%, Magnesium (max) 0.025%, Taurine (min) 0.05%, Moisture (max) 78.0% **CALORIC CONTENT:** Kcals/kg 1,111, Kcals/can 173

## Verus Tuna Pate

**INGREDIENTS:** Tuna, Chicken Liver, Fish Broth, Olive Oil, Calcium Carbonate, Natural Flavors, Dicalcium Phosphate, Carrots, Guar Gum, Spinach, Sun-cured Alfalfa, Agar Agar, Choline Chloride, Cranberries, Salt, Taurine, Potassium Chloride, Magnesium Proteinate, Iron Proteinate, Zinc Proteinate, Manganese Proteinate, Copper Proteinate, Sodium Selenite, Calcium Iodate, Thiamine Mononitrate, Niacin Supplement, Vitamin E Supplement, Calcium Pantothenate, Pyridoxine Hydrochloride, Riboflavin Supplement, Biotin, Vitamin B12 Supplement, Vitamin D2 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (min) 12.0%, Crude Fat (min) 4.5%, Crude Fiber (max) 1.0%, Ash (max) 2.5%, Magnesium (max) 0.025%, Taurine (min) 0.05%, Moisture (max) 78.0% **CALORIC CONTENT:** Kcals/kg 1,180, Kcals/can 184

## Verus Salmon Pate

**INGREDIENTS:** Salmon, Chicken Liver, Fish Broth, Dicalcium Phosphate, Natural Flavors, Carrots, Salt, Calcium Carbonate, Guar Gum, Spinach, Sun-cured Alfalfa, Choline Chloride, Agar Agar, Potassium Chloride, Cranberries, Taurine, Magnesium Proteinate, Iron Proteinate, Zinc Proteinate, Manganese Proteinate, Copper Proteinate, Sodium Selenite, Calcium Iodate, Thiamine Mononitrate, Niacin Supplement, Vitamin E Supplement, Calcium Pantothenate, Pyridoxine Hydrochloride, Riboflavin Supplement, Biotin, Vitamin B12 Supplement, Vitamin D2 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (min) 12.0%, Crude Fat (min) 7.0%, Crude Fiber (max) 1.0%, Ash (max) 2.75%, Magnesium (max) 0.025%, Taurine (min) 0.05%, Moisture (max) 78.0% **CALORIC CONTENT:** Kcals/kg 1,180, Kcals/can 184

## Verus Chicken Pate

**INGREDIENTS:** Chicken, Chicken Liver, Chicken Broth, Natural Flavors, Carrots, Salt, Guar Gum, Spinach, Sun-cured Alfalfa, Calcium Carbonate, Dicalcium Phosphate, Agar Agar, Choline Chloride, Potassium Chloride, Cranberries, Taurine, Magnesium Proteinate, Iron Proteinate, Zinc Proteinate, Manganese Proteinate, Copper Proteinate, Sodium Selenite, Calcium Iodate, Thiamine Mononitrate, Niacin Supplement, Vitamin E Supplement, Calcium Pantothenate, Pyridoxine Hydrochloride, Riboflavin Supplement, Biotin, Vitamin B12 Supplement, Vitamin D2 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (min) 12.0%, Crude Fat (min) 8.0%, Crude Fiber (max) 1.0%, Ash (max) 2.5%, Magnesium (max) 0.025%, Taurine (min) 0.05%, Moisture (max) 78.0% **CALORIC CONTENT:** Kcals/kg 1,111, Kcals/can 173





## VÉRUS Beef Pate

**INGREDIENTS:** Beef, Chicken Liver, Beef Broth, Dicalcium Phosphate, Natural Flavors, Calcium Carbonate, Carrots, Salt, Guar Gum, Spinach, Sun-cured Alfalfa, Agar Agar, Choline Chloride, Cranberries, Potassium Chloride, Magnesium Proteinate, Iron Proteinate, Zinc Proteinate, Manganese Proteinate, Copper Proteinate, Sodium Selenite, Calcium Iodate, Thiamine Mononitrate, Niacin Supplement, Vitamin E Supplement, Calcium Pantothenate, Pyridoxine Hydrochloride, Riboflavin Supplement, Biotin, Vitamin B12 Supplement, Vitamin D2 Supplement, Folic Acid

**GUARANTEED ANALYSIS:**

Crude Protein (min) 12.0%, Crude Fat (min) 6.5%, Crude Fiber (max) 1.0%, Ash (max) 2.75%, Magnesium (max) 0.025%, Taurine (min) 0.05%, Moisture (max) 78.0% **CALORIC CONTENT:** Kcals/kg 1,090, Kcals/can 170

## VÉRUS Ocean Fish

**INGREDIENTS:** Ocean Fish (Sardines, Mackerel, Salmon), Ocean Fish Broth, Chicken Liver, Turkey, Chicken, Rice Flour, Guar Gum, Calcium Sulfate, Potassium Chloride, Salt, Dicalcium Phosphate, Agar Agar, Choline Chloride, Betaine, Taurine, Iron Proteinate, Zinc Proteinate, Niacin, Vitamin E Supplement, Manganese Proteinate, Copper Proteinate, Sodium Selenite, Thiamine Mononitrate, Vitamin A Supplement, Biotin, Calcium Pantothenate, Pyridoxine Hydrochloride, Riboflavin Supplement, Vitamin B12 Supplement, Ehtylenediamine Dhydriodide, Vitamin D3 Supplement, Folic Acid.

**GUARANTEED ANALYSIS:**

Crude Protein (min) 9.0 %, Crude Fat (min) 5.0 %, Crude Fiber (max) 1.5 %, Ash (max.) 1.9%, Magnesium (max.) 0.025%, Taurine (min) 0.05 %, Moisture (max) 78.0 % **CALORIC CONTENT:** Kcals/kg 993, Kcals/can 157

## VÉRUS Chicken and Liver

**INGREDIENTS:** Chicken, Chicken Broth, Chicken Liver, Ocean Fish, Rice Flour, Guar Gum, Calcium Sulfate, Potassium Chloride, Salt, Dicalcium Phosphate, Agar Agar, Choline Chloride, Betaine, Taurine, Iron Proteinate, Zinc Proteinate, Niacin, Vitamin E Supplement, Manganese Proteinate, Copper Proteinate, Sodium Selenite, Thiamine Mononitrate, Vitamin A Supplement, Biotin, Calcium Pantothenate, Pyridoxine Hydrochloride, Riboflavin Supplement, Vitamin B12 Supplement, Ehtylenediamine Dhydriodide, Vitamin D3 Supplement, Folic Acid.

**GUARANTEED ANALYSIS:**

Crude Protein (min) 9.0 %, Crude Fat (min) 5.0 %, Crude Fiber (max) 1.5 %, Ash (max.) 1.9%, Magnesium (max.) 0.025%, Taurine (min) 0.05%, Moisture (max) 78.0 % **CALORIC CONTENT:** Kcals/kg 1051, Kcals/can 166

## VÉRUS Turkey, Chicken and Fish

**INGREDIENTS:** Turkey, Chicken Broth, Chicken, Chicken Liver, Ocean Fish, Rice Flour, Guar Gum, Calcium Sulfate, Potassium Chloride, Salt, Dicalcium Phosphate, Agar Agar, Choline Chloride, Betaine, Taurine, Iron Proteinate, Zinc Proteinate, Niacin, Vitamin E Supplement, Manganese Proteinate, Copper Proteinate, Sodium Selenite, Thiamine Mononitrate, Vitamin A Supplement, Biotin, Calcium Pantothenate, Pyridoxine Hydrochloride, Riboflavin Supplement, Vitamin B12 Supplement, Ehtylenediamine Dhydriodide, Vitamin D3 Supplement, Folic Acid.

**GUARANTEED ANALYSIS:**

Crude Protein (min) 9.0 %, Crude Fat (min) 5.0 %, Crude Fiber (max) 1.5 %, Ash (max.) 1.9%, Magnesium (max.) 0.025%, Taurine (min) 0.05 %, Moisture (max) 78.0 % **CALORIC CONTENT:** Kcals/kg 1030, Kcals/can 163





*VÉRUS Holistic*

# NEW ZEALAND CANNED DOG FOOD



BRAND NEW "Down Under" Canned Formulas!!  
Featuring Green Lipped Mussel for outstanding anti-inflammatory and immune support, these 4 canine formulas are grain free and offers superior nutrition for your dog. All formulations meet and exceed the nutrition levels established by AAFCO food nutrient profiles for all life stages. 13.75-oz, 390 gram

## *VÉRUS Beef and Kiwi*

**INGREDIENTS:** Beef, Beef Broth, Ocean Fish, Kiwifruit, Peas, Pumpkin, Green Lipped Mussel, Carrots, Potato, Flaxseed Meal, Tomato Paste, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Taurine, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Selenium Yeast, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Yucca Schidigera Extract.

**GUARANTEED ANALYSIS:** Crude Protein (min) 9.00% Crude Fat (min) 7.00%  
Crude Fiber (max) 1.00% Moisture (max) 76.00% 720 Kcals/kg, 281 Kcals/can

## *VÉRUS Lamb and Tripe*

**INGREDIENTS:** Lamb Broth, Lamb, Tripe, Ocean Fish, Peas, Pumpkin, Apples, Green Lipped Mussel, Sweet Potato, Carrots, Flaxseed Meal, Tomato Paste, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Taurine, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Selenium Yeast, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Yucca Schidigera Extract.

**GUARANTEED ANALYSIS:** Crude Protein (min) 9.00% Crude Fat (min) 10.00%  
Crude Fiber (max) 1.00% Moisture (max) 74.00% 950 Kcals/kg, 371 Kcals/can

## *VÉRUS Lamb and vegetables*

**INGREDIENTS:** Lamb Broth, Lamb, Eel, Peas, Pumpkin, Green Lipped Mussel, Carrots, Potato, Flaxseed Meal, Tomato Paste, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Taurine, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Selenium Yeast, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Yucca Schidigera Extract.

**GUARANTEED ANALYSIS:** Crude Protein (min) 9.00% Crude Fat (min) 11.00%  
Crude Fiber (max) 1.00% Moisture (max) 75.00% 940 Kcals/kg, 367 Kcals/can

## *VÉRUS Chicken and Salmon*

**INGREDIENTS:** Chicken, Chicken Broth, Salmon, Peas, Green Lipped Mussel, Carrots, Flaxseed Meal, Blueberry, Tomato Paste, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Taurine, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Selenium Yeast, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Yucca Schidigera Extract.

**GUARANTEED ANALYSIS:** Crude Protein (min) 10.00% Crude Fat (min) 8.00%  
Crude Fiber (max) 1.00% Moisture (max) 76.00% 1020 Kcals/kg, 398 Kcals/can





*VÉRUS Holistic*

# NEW ZEALAND CANNED CAT FOOD

100% freshly sourced and made in New Zealand, these 10 formulas have amazing palatability and digestibility. All 10 formulas feature a Green Lipped Mussel, which is known for outstanding immune and anti-inflammatory support. The 10 varieties have high quality ingredients and chelated minerals for maximum absorption. In addition to a gorgeous skin and coat, these formulas will also help prevent feline urological problems and reduce hairballs! Your cat or kitten is sure to love VÉRUS "Down Under" feline cans!!

6.5-oz. 185 gram

## *VÉRUS Chicken and Green Lipped Mussel*

**INGREDIENTS:** Chicken, Chicken Broth, Green Lipped Mussel, Tomato Paste, Agar Agar, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Sodium Selenite, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Taurine, Yucca Schidigera Extract

**GUARANTEED ANALYSIS:**

Crude Protein (min) 9.50% Crude Fat (min) 7.00%  
Crude Fiber (max) 1.00% Moisture (max) 77.00%  
950 Kcals/kg, 176 Kcals/can



## *VÉRUS Chicken, Salmon and Green Lipped Mussel*

**INGREDIENTS:** Chicken, Chicken Broth, Salmon, Pumpkin, Green Lipped Mussel, Tomato Paste, Agar Agar, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Sodium Selenite, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Taurine, Yucca Schidigera Extract

**GUARANTEED ANALYSIS:** Crude Protein (min) 9.00% Crude Fat (min) 6.00%  
Crude Fiber (max) 1.50% Moisture (max) 78.00%  
1027 Kcals/kg, 190 Kcals/can





## Verus Chicken, Pumpkin and Green Lipped Mussel

**INGREDIENTS:** Chicken, Chicken Broth, Pumpkin, Apples, Green Lipped Mussel, Tomato Paste, Agar Agar, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Sodium Selenite, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Taurine, Yucca Schidigera Extract

**GUARANTEED ANALYSIS:** Crude Protein (min) 7.00%  
Crude Fat (min) 5.00% Crude Fiber (max) 1.50%  
Moisture (max) 78.00% 953 Kcals/kg, 176 Kcals/can



## Verus Lamb, Pumpkin and Green Lipped Mussel

**INGREDIENTS:** Lamb, Lamb Broth, Pumpkin, Apples, Green Lipped Mussel, Tomato Paste, Agar Agar, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Sodium Selenite, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Taurine, Yucca Schidigera Extract

**GUARANTEED ANALYSIS:** Crude Protein (min) 5.50% Crude Fat (min) 8.00%  
Crude Fiber (max) 2.00% Moisture (max) 77.00% 1223 Kcals/kg, 226 Kcals/can

## Verus Beef, Apple, vegetable and Green Lipped Mussel

**INGREDIENTS:** Beef, Beef Broth, Apples, Pumpkin, Peas, Green Lipped Mussel, Carrots, Potato, Tomato Paste, Agar Agar, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Sodium Selenite, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Taurine, Yucca Schidigera Extract

**GUARANTEED ANALYSIS:** Crude Protein (min) 7.50%  
Crude Fat (min) 2.00% Crude Fiber (max) 1.50%  
Moisture (max) 78.00% 693 Kcals/kg, 128 Kcals/can



## Verus Beef, Pumpkin and Green Lipped Mussel

**INGREDIENTS:** Beef, Beef Broth, Pumpkin, Apples, Green Lipped Mussel, Tomato Paste, Agar Agar, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Sodium Selenite, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Taurine, Yucca Schidigera Extract

**GUARANTEED ANALYSIS:** Crude Protein (min) 7.00% Crude Fat (min) 2.00%  
Crude Fiber (max) 1.50% Moisture (max) 78.00% 690 Kcals/kg, 128 Kcals/can



## *VÉRUS Chicken, Ocean Fish, Tripe and Green Lipped Mussel*

**INGREDIENTS:** Chicken Broth, Chicken, Ocean Fish, Tripe, Pumpkin, Green Lipped Mussel, Tomato Paste, Agar Agar, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Sodium Selenite, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Taurine, Yucca Schidigera Extract

**GUARANTEED ANALYSIS:** Crude Protein (min) 8.50%  
Crude Fat (min) 4.00% Crude Fiber (max) 1.50%  
Moisture (max) 78.00% 807 Kcals/kg, 149 Kcals/can



## *VÉRUS Turkey and Green Lipped Mussel*

**INGREDIENTS:** Turkey, Turkey Broth, Apples, Green Lipped Mussel, Tomato Paste, Agar Agar, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Sodium Selenite, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Taurine, Yucca Schidigera Extract

**GUARANTEED ANALYSIS:** Crude Protein (min) 8.00%  
Crude Fat (min) 5.00% Crude Fiber (max) 1.00% Moisture (max) 78.00%  
950 Kcals/kg, 176 Kcals/can

## *VÉRUS Turkey Pumpkin and Green Lipped Mussel*

**INGREDIENTS:** Turkey, Turkey Broth, Pumpkin, Apples, Green Lipped Mussel, Tomato Paste, Agar Agar, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Sodium Selenite, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Taurine, Yucca Schidigera Extract

**GUARANTEED ANALYSIS:** Crude Protein (min) 6.50%  
Crude Fat (min) 6.00% Crude Fiber (max) 2.00%  
Moisture (max) 78.00% 982 Kcals/kg, 182 Kcals/can



## *VÉRUS Lamb, Tripe vegetable and Green Lipped Mussel*

**INGREDIENTS:** Lamb Broth, Lamb, Ocean Fish, Tripe, Peas, Pumpkin, Apples, Green Lipped Mussel, Carrots, Tomato Paste, Agar Agar, Sunflower Oil, Flaxseed Oil, Salt, Guar Gum, Choline Chloride, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Biotin, Sodium Selenite, Folic Acid, Calcium Iodate, Riboflavin Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Calcium Pantothenate, Niacin Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Kelp, Potassium Chloride, Taurine, Yucca Schidigera Extract

**GUARANTEED ANALYSIS:** Crude Protein (min) 7.00% Crude Fat (min) 5.50%  
Crude Fiber (max) 1.50% Moisture (max) 78.00% 912 Kcals/kg, 169 Kcals/can



# The Nature of Genuine Nutrition

*A message from  
the VÉRUS family:*

VÉRUS Pet Foods was created using only holistic foods; an unwavering belief that only whole foods can provide the nutritional quality needed for a long, healthy pet life. The latin term, "VÉRUS," means True, Real, Proper, Suitable, Right, Just. These basic values along with our steadfast commitment to dealers, breeders, and pet owners led to the creation of VÉRUS; a consistent, safe, pet food with meticulously sourced ingredients. We believe in finding ingredients here in the USA and abroad that are grown and produced safely, meeting our exact requirements. Our carefully chosen ingredients will never be compromised due to cost savings, like so many of our competitors. Our customers and their pets mean so much to us! You can count on VÉRUS Pet Foods for all stages of your pet's life.



VÉRUS Pet Foods are available at Independent Pet Specialty Retailers. Visit our web site often for updated information and resources.

**[www.veruspetfoods.com](http://www.veruspetfoods.com)**      **888-828-3787**

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