

SCIENCE
Selective[™]

FOOD FOR LIFE.



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SELECTIVE. FOR EVERY STAGE IN LIFE



You want your customers' pets to live a long and happy life, so choose to stock Selective, tailored nutrition to help support small pets' digestive health and vitality for all life stages and lifestyles.

- **HIGH IN FIBRE**
- **NATURAL PREBIOTICS**
- **NO ADDED SUGARS**
- **OMEGA 3 & 6**

SCIENCE
Selective™

TIMOTHY HAY

PROMOTES
NATURAL
FORAGING



INFORMATION

- Daily essential for all small herbivores – rabbits, guinea pigs, chinchillas and degus
- Premium quality perennial Timothy hay
- Naturally low in protein – 6%
- High in fibre – 34%
- Low calcium content – 0.4%
- Naturally delicious and nutritious
- Rich in indigestible fibre to help stimulate gut motility
- Silica crystal content helps promote dental health
- Long, large blades encourage increased chewing time
- With an abrasive texture that helps support correct dental attrition
- Promotes natural foraging and environmental enrichment
- Hand packed to help reduce dust
- Recommended by veterinarians
- Recyclable packaging



ANALYTICAL CONSTITUENTS

Crude protein 6.0%
Crude fibre 34.0%
Crude oils and fats 1.5%
Crude ash 6.0%
Calcium 0.4%
Phosphorus 0.2%

COMPOSITION

Timothy hay

CURRENTLY UNAVAILABLE IN USA

**NATURALLY
LOW IN
PROTEIN**
6%



**HIGH IN
FIBRE**
34%
FOOD FOR LIFE.

SCIENCE
Selective™

ADULT RABBIT FOOD

FORTIFIED
WITH
VITAMINS &
MINERALS



INFORMATION

- Daily diet for all breeds of adult rabbits (aged 20 weeks+)
- Single component extruded nuggets prevent selective feeding
- Rich in natural ingredients
- High fibre (25%) helps promote dental and digestive health
- No added sugars and low-calorie content to help prevent obesity
- Correctly balanced calcium : phosphorus ratio – Calcium 0.6%, Phosphorus 0.4%
- Prebiotics (MOS) to support healthy gut motility and digestive wellbeing
- Fortified with vitamins and minerals
- With linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Highly palatable and fully extruded, making nutrients easy to digest
- Helps maintain healthy weight
- Formulations based on published scientific research
- Fully compliant with FEDIAF rabbit nutrition guidelines
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 20000 IU
Vitamin D3 2000 IU
Iron (E1) 50 mg
Iodine (E2) 1.5 mg
Copper (E4) 7.5 mg
Manganese (E5) 30 mg
Zinc (E6) 100 mg
Selenium (E8) 0.25 mg

ANALYTICAL CONSTITUENTS

Crude protein 14.0%
Crude fibre 25.0%
Crude oils and fats 4.0%
Crude ash 8.0%
Calcium 0.6%
Phosphorus 0.4%

COMPOSITION

Alfalfa meal, soya bean hulls, wheat, wheat feed, dried beet pulp, soya bean meal, flaked peas, soya oil, linseeds, calcium carbonate, prebiotics (MOS), yucca extract.

**HELPS
MAINTAIN
HEALTHY
WEIGHT**



**HIGH IN
FIBRE
25%
FOOD FOR LIFE.**

SCIENCE
Selective™

JUNIOR RABBIT FOOD

CONTAINS
ESSENTIAL
AMINO
ACIDS



INFORMATION

- Daily diet for all breeds of junior rabbits (aged up to 20 weeks+)
- Single component extruded nuggets prevent selective feeding
- Suitable for dwarf breeds
- Rich in natural ingredients
- No added sugars and low-calorie content to help prevent obesity
- High fibre (19%) helps promote dental and digestive health
- Elevated protein (17%) to support healthy muscle growth
- Correctly balanced calcium : phosphorus to help support strong bone development – Calcium 0.8%, Phosphorus 0.5%
- Prebiotics (MOS) to support healthy gut motility and digestive wellbeing
- Fortified with essential vitamins and minerals
- Essential amino acids for growing rabbits
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- With spinach – a source of nutrients and antioxidants
- Highly palatable and fully extruded, making nutrients easy to digest
- Helps maintain healthy weight
- Formulations based on published scientific research
- Fully compliant with FEDIAF rabbit nutrition guidelines
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 20000 IU
Vitamin D3 2000 IU
Iron (E1) 50 mg
Iodine (E2) 1.5 mg
Copper (E4) 7.5 mg
Manganese (E5) 30 mg
Zinc (E6) 100 mg
Selenium (E8) 0.25 mg

ANALYTICAL CONSTITUENTS

Crude protein 17.0%
Crude fibre 19.0%
Crude oils and fats 4.0%
Crude ash 8.0%
Calcium 0.8%
Phosphorus 0.5%

COMPOSITION

Alfalfa meal, wheat, soya bean hulls, soya bean meal, wheat feed, flaked peas, linseeds, soya oil, calcium carbonate, prebiotics (MOS), dried spinach, yucca extract.

LINSEED
FOR
HEALTHY
SKIN &
COAT



SUPPORTS
GROWTH &
DEVELOPMENT

FOOD FOR LIFE.

SCIENCE
Selective™

FOUR+ RABBIT FOOD

HELPS
MAINTAIN
HEALTHY
WEIGHT



INFORMATION

- Daily diet for all breeds of mature rabbits aged four years+
- Single component extruded nuggets prevent selective feeding
- With natural antioxidants and Vitamin C to support immunity and vitality
- Reduced protein (12%) and lower energy content to help maintain healthy weight
- Rich in natural ingredients
- No added sugars and low-calorie content to help prevent obesity
- High fibre (22%) helps promote dental and digestive health
- Correctly balanced calcium : phosphorus ratio – Calcium 0.6%, Phosphorus 0.4%
- Prebiotics (MOS) to support healthy gut motility and digestive wellbeing
- Fortified with essential vitamins and minerals
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- With Timothy hay and dried thyme to help stimulate the older rabbit's appetite
- Highly palatable and fully extruded, making nutrients easy to digest
- Formulations based on published scientific research
- Fully compliant with FEDIAF rabbit nutrition guidelines
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 20000 IU
Vitamin C 300mg
Vitamin D3 2000 IU
Iron (E1) 50 mg
Iodine (E2) 1.5 mg
Copper (E4) 7.5 mg
Manganese (E5) 30 mg
Zinc (E6) 100 mg
Selenium (E8) 0.25 mg

ANALYTICAL CONSTITUENTS

Crude protein 12.0%
Crude fibre 22.0%
Crude oils and fats 4.0%
Crude ash 8.0%
Calcium 0.6%
Phosphorus 0.4%

COMPOSITION

Alfalfa meal, soya bean hulls, wheat, Timothy grass hay, wheat feed, flaked peas, linseeds, soya oil, calcium carbonate, prebiotics (MOS), dried thyme, yucca extract.

**CONTAINS
NATURAL
ANTIOXIDANTS
& VITAMIN C**



**HIGH
FIBRE
REDUCED
PROTEIN**

FOOD FOR LIFE.

Selective[™]
NATURALS

RABBIT FOOD

NO
ADDED
SUGARS



INFORMATION

- Daily grain free diet for all breeds of adult rabbit
- Single component extruded nuggets prevent selective feeding
- Respects a natural diet
- Rich in natural ingredients with no corn or wheat
- No added sugars and low-calorie content to help prevent obesity
- Made with Timothy hay as the number one ingredient
- High fibre (22%) helps promote dental and digestive health
- Correctly balanced calcium : phosphorus ratio – Calcium 0.6%, Phosphorus 0.4%
- Prebiotics (MOS) to support healthy gut motility and digestive wellbeing
- Fortified with essential vitamins and minerals
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Highly palatable and fully extruded, making nutrients easy to digest
- Formulations based on published scientific research
- Fully compliant with FEDIAF rabbit nutrition guidelines
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 20000 IU
Vitamin D3 2000 IU
Iron (E1) 50 mg
Iodine (E2) 1.5 mg
Copper (E4) 7.5 mg
Manganese (E5) 30 mg
Zinc (E6) 100 mg
Selenium (E8) 0.25 mg

ANALYTICAL CONSTITUENTS

Crude protein 14.0%
Crude fibre 22.0%
Crude oils and fats 4.0%
Crude ash 5.0%
Calcium 0.6%
Phosphorus 0.4%

COMPOSITION

Timothy hay, soya bean hulls, pea flour, flaked peas, ground soya bean meal, ground dried locust beans, whole brown linseeds, soya bean oil, calcium carbonate, hydrolysed yeast, yucca extract.

**MADE
WITH
TIMOTHY
HAY**



**GRAIN
FREE
WITH NO
CORN OR
WHEAT**

FOOD FOR LIFE.

SCIENCE
Selective™

HOUSE RABBIT FOOD

BASED ON SCIENTIFIC RESEARCH



INFORMATION

- Daily diet for all breeds of adult rabbits (aged 20 weeks+)
- Single component extruded nuggets prevent selective feeding
- Respects a natural diet
- With Timothy hay, grass and thyme (to provide an array of forage)
- Rich in natural ingredients
- No added sugars and low-calorie content to help prevent obesity
- High fibre (22%) helps promote dental and digestive health
- Correctly balanced calcium : phosphorus ratio – Calcium 0.6%, Phosphorus 0.4%
- Prebiotics (MOS) to support healthy gut motility and digestive wellbeing
- Fortified with essential vitamins A & D
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Highly palatable and fully extruded, making nutrients easy to digest
- Formulations based on published scientific research
- Fully compliant with FEDIAF rabbit nutrition guidelines
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 20000 IU
Vitamin D3 2000 IU
Iron (E1) 50 mg
Iodine (E2) 1.5 mg
Copper (E4) 7.5 mg
Manganese (E5) 30 mg
Zinc (E6) 100 mg
Selenium (E8) 0.25 mg

ANALYTICAL CONSTITUENTS

Crude protein 14.0%
Crude fibre 22.0%
Crude oils and fats 4.0%
Crude ash 5.0%
Calcium 0.6%
Phosphorus 0.4%

COMPOSITION

Timothy hay, wheat, soya bean hulls, soya bean meal, dried grass, ground dried locust bean husks, flaked peas, linseeds, soya bean oil, dried thyme, calcium carbonate, prebiotics (MOS), yucca extract.

**LINSEED
FOR
HEALTHY
SKIN &
COAT**



**FORTIFIED
WITH
VITAMINS
A & D**
FOOD FOR LIFE.

Selective[™]
NATURALS

FIBAFIRST

HELPS
KEEP
TEETH
IN GOOD
SHAPE



INFORMATION

- Helps keep teeth in good shape
- Supports healthy digestive balance
- Unique long chain fibre structure – promotes chewing, dental wear and emotional enrichment
- Made with the finest ingredients
- Delicious taste
- With long fibre to support dental and digestive health
- Formulations based on published scientific research
- Fully compliant with FEDIAF rabbit nutrition guidelines
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 15000 IU
Vitamin D3 1500 IU
Vitamin E 60mg
Ferrous sulphate monohydrate 152mg
Calcium iodate anhydrous 1.5 mg
Copper sulphate pentahydrate 20 mg
Manganese oxide 38mg
Zinc oxide 62mg
Sodium selenite 0.2mg

ANALYTICAL CONSTITUENTS

Crude protein 14.0 %
Crude fibre 30.0 %
Crude oils and fats 3.5 %
Crude ash 7.5 %
Calcium 0.8 %
Phosphorus 0.4 %
Sodium 0.4 %

COMPOSITION

Timothy hay, alfalfa stalks, wheat flour, soybean flour, ground peas, locust bean meal, alfalfa protein extract, flaked oats, linseed, soya oil, salt, dicalcium phosphate.

MADE WITH TIMOTHY HAY



HIGH IN FIBRE 30% FOOD FOR LIFE.

SCIENCE
Selective™

JUNIOR GUINEA PIG FOOD

SUPPORTS GROWTH & DEVELOPMENT



INFORMATION

- A daily diet suitable for guinea pigs aged up to 20 weeks
- With extra protein to encourage healthy growth and development
- Enhanced Vitamin C & Vitamin E to help support the immune system for the best start in life
- High in fibre (15%) to help promote dental and digestive wellbeing
- Prebiotics (MOS) to support beneficial bacteria to promote healthy gut motility
- No added sugars to help promote healthy teeth
- With linseed – a natural source of Omega 3 & 6 for healthy skin and glossy coat
- Highly palatable and fully extruded, making nutrients easy to digest
- Correctly balanced calcium : phosphorus ratio – Calcium 0.6%, Phosphorus 0.5%
- Fortified with all the stabilised vitamins and minerals they need
- With natural antioxidants to promote vitality
- Single component extruded nuggets prevent selective feeding
- Rich in natural ingredients
- With tasty, dried fennel & dandelion
- Formulations based on published scientific research
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 37,300 IU
Vitamin C 1000 mg
Vitamin D3 2,000 IU
Vitamin E 100 mg
Iron (E1) 50 mg
Iodine (E2) 1.5 mg
Copper (E4) 7.5 mg
Manganese (E5) 30 mg
Zinc (E6) 100 mg
Selenium (E8) 0.25 mg

ANALYTICAL CONSTITUENTS

Protein 18.0%
Crude fibre 15.0%
Fat content 4.0%
Inorganic matter 6.0%
Calcium 0.6%
Phosphorus 0.5%

COMPOSITION

Alfalfa meal, wheat, wheat feed, soya bean hulls, soya bean meal, flaked peas, linseeds, soya oil, prebiotics (MOS), dried fennel, dried dandelion.

**FORTIFIED
WITH
EXTRA
VITAMIN C**



**FOR THE
BEST
START IN LIFE**
FOOD FOR LIFE.

SCIENCE
Selective™

GUINEA PIG FOOD

**HIGH
FIBRE
15%**



INFORMATION

- Daily diet for guinea pigs of all ages
- Single component extruded nuggets prevent selective feeding
- With stabilised Vitamin C – essential to maintain healthy function
- With natural antioxidants to promote vitality
- Balanced protein (16%) to help maintain healthy weight
- Rich in natural ingredients
- No added sugars and low-calorie content to help prevent obesity
- High fibre (15%) helps promote dental and digestive health
- Correctly balanced calcium : phosphorus ratio – Calcium 0.6%, Phosphorus 0.5%
- Prebiotics (MOS) to support healthy gut motility and digestive wellbeing
- Fortified with essential vitamins and minerals
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- With tasty dried fennel and dandelion
- Highly palatable and fully extruded, making nutrients easy to digest
- Formulations based on published scientific research
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 37500 IU
Vitamin C 800mg
Vitamin D3 2000 IU
Iron (E1) 50 mg
Iodine (E2) 1.5 mg
Copper (E4) 7.5 mg
Manganese (E5) 30 mg
Zinc (E6) 100 mg
Selenium (E8) 0.25 mg

ANALYTICAL CONSTITUENTS

Protein 16.0%
Crude fibre 15.0%
Crude oils and fats 4.0%
Crude ash 6.5%
Calcium 0.6%
Phosphorus 0.5%

COMPOSITION

Alfalfa meal, wheat, wheat feed, soya bean hulls, soya bean meal, flaked peas, linseeds, soya oil, prebiotics (MOS), dried fennel, dried dandelion.

**FORTIFIED
WITH
VITAMIN C**



**WITH
FENNEL &
DANDELION**
FOOD FOR LIFE.

Selective[™]
NATURALS

GUINEA PIG FOOD

PREBIOTICS
SUPPORT
DIGESTIVE
WELLBEING



INFORMATION

- Daily grain free diet for guinea pigs of all ages
- Single component extruded nuggets prevent selective feeding
- Respects a natural diet
- Rich in natural ingredients with no corn or wheat
- Made with Timothy hay as the number one ingredient
- With stabilised Vitamin C – essential to maintain healthy function
- With natural antioxidants to promote vitality
- High fibre (20%) helps promote dental and digestive health
- Balanced protein (16%) to help maintain healthy weight
- No added sugars and low-calorie content to help prevent obesity
- Correctly balanced calcium : phosphorus ratio – Calcium 0.6%, Phosphorus 0.5%
- Prebiotics (MOS) to support healthy gut motility and digestive wellbeing
- Fortified with essential vitamins and minerals
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Highly palatable and fully extruded, making nutrients easy to digest
- Formulations based on published scientific research
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 37500 IU
Vitamin C 1000 mg
Vitamin D3 2000 IU
Iron (E1) 50 mg
Iodine (E2) 1.5 mg
Copper (E4) 7.5 mg
Manganese (E5) 30 mg
Zinc (E6) 100 mg
Selenium (E8) 0.25 mg

ANALYTICAL CONSTITUENTS

Protein 16.0%
Crude fibre 20.0%
Fat content 4.0%
Inorganic matter 5.0%
Calcium 0.6%
Phosphorus 0.5%

COMPOSITION

Timothy hay, soya bean hulls, flaked peas, ground soya bean meal, ground dried locust beans, pea flour, whole brown linseeds, soya bean oil, calcium carbonate, hydrolysed yeast, yucca extract.

CONTAINS NATURAL ANTIOXIDANTS



RESPECTS A NATURAL DIET

FOOD FOR LIFE.

HAMSTER FOOD

SUPPORTS
HEALTHY
SKIN &
COAT



INFORMATION

- Daily diet for hamsters of all breeds, including dwarfs
- Single component extruded nuggets prevent selective feeding
- Rich in natural ingredients
- Balanced protein (19%) helps promote healthy function
- No added sugars
- Correctly balanced calcium : phosphorus ratio – Calcium 0.8%, Phosphorus 0.6%
- Helps support digestive wellbeing
- Fortified with vitamins and minerals
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Highly palatable and fully extruded, making nutrients easy to digest
- Helps maintain healthy weight
- Recommended by veterinarians



NUTRITIONAL ADDITIVES/KG

Vitamin A 20000 IU
Vitamin D3 2000 IU
Ferrous sulphate monohydrate 50mg
Calcium iodate anhydrous 1.5mg
Copper sulphate pentahydrate 7.5mg
Manganese oxide 30mg
Zinc oxide 100mg
Sodium selenite 0.25mg

ANALYTICAL CONSTITUENTS

Protein 19.0%
Crude fibre 5.0%
Fat content 5.0%
Inorganic matter 5.5%
Calcium 0.8%
Phosphorus 0.6%

COMPOSITION

Ground wheat, ground soya bean meal, ground barley, ground oats, ground dried locust bean husks, whole brown linseed, soya bean oil, hydrolysed yeast.

**NO
ADDED
SUGARS**



**BALANCED
PROTEIN
19%**

FOOD FOR LIFE.

SCIENCE
Selective™

GERBIL FOOD

**RICH IN
NATURAL
INGREDIENTS**



INFORMATION

- Rich in natural ingredients
- No added sugars to help maintain healthy weight
- Prebiotics to promote beneficial gut flora and support digestive wellbeing
- With linseed – a great source of Omega 3 to promote healthy skin and shiny coat
- Fortified with all the vitamins and minerals they need for health and vitality
- Helps to keep teeth healthy
- Correctly balanced calcium : phosphorus
- Single component to prevent selective feeding
- Highly-palatable extruded nuggets, making nutrients easily digestible
- Recommended by veterinarians
- Recyclable packaging

NUTRITIONAL ADDITIVES/KG

Vitamins

Vitamin A 20,000 IU

Vitamin D³ 2,000 IU

Vitamin E 100mg

Trace Elements:

Iron (as iron (II) sulphate monohydrate) 50mg

Iodine (as calcium iodate, anhydrous) 1.5mg

Copper (as copper (II) sulphate pentahydrate) 7.5mg

Manganese (as manganese (II) oxide) 30mg

Zinc (as zinc oxide) 100mg

Selenium (as sodium selenite) 0.25mg

ANALYTICAL CONSTITUENTS

Protein 17.0%

Crude fibre 4.0%

Fat content 6.0%

Inorganic matter 4.0%

Calcium 0.8%

Phosphorus 0.6%

COMPOSITION

Extruded wheat, Soya bean meal, Whole oats, Flaked peas, Soya oil, Linseeds, Wheat feed, Extruded locust beans, Dried carrot flakes, Prebiotics (MOS), Yucca extract.



**HIGHLY
PALATABLE
& EASY TO
DIGEST**



**NO
ADDED
SUGARS**
FOOD FOR LIFE.

SCIENCE
Selective™

RAT & MOUSE FOOD

SUPPORTS
HEALTHY
SKIN &
COAT



INFORMATION

- Daily diet for rats and mice of all ages
- Single component extruded nuggets prevent selective feeding
- Rich in natural ingredients
- Balanced protein (14%) helps promote healthy function
- No added sugars
- Correctly balanced calcium : phosphorus ratio – Calcium 0.6%, Phosphorus 0.4%
- Fortified with vitamins and minerals
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- With tasty apple and blackcurrant
- Highly palatable and fully extruded, making nutrients easy to digest
- Helps maintain healthy weight
- Formulations based on published scientific research
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 20000 IU
Vitamin D3 2000 IU
Iron (E1) 50mg
Iodine (E2) 1.5mg
Copper (E4) 7.5mg
Manganese (E5) 30mg
Zinc (E6) 100mg
Selenium (E8) 0.25mg

ANALYTICAL CONSTITUENTS

Protein 14.0%
Crude fibre 4.0%
Fat content 4.0%
Inorganic matter 5.0%
Calcium 0.6%
Phosphorus 0.4%

COMPOSITION

Wheat, soya bean meal, barley, oats, soya oil, wheat feed, calcium carbonate, prebiotics (MOS), dried blackcurrant, dried apple, yucca extract.

FORTIFIED WITH
VITAMINS & MINERALS



HELPS MAINTAIN HEALTHY WEIGHT
FOOD FOR LIFE.

SCIENCE
Selective™

CHINCHILLA FOOD

WITH
TASTY
DRIED
PARSLEY



INFORMATION

- Daily diet for chinchillas of all ages
- Single component extruded nuggets prevent selective feeding
- Rich in natural ingredients
- High fibre (19%) helps promote dental and digestive health
- No added sugars and low-calorie content to help prevent obesity
- Correctly balanced calcium : phosphorus ratio – Calcium 0.8%, Phosphorus 0.4%
- Prebiotics (MOS) to support healthy gut motility and digestive wellbeing
- Balanced protein (16%) helps promote healthy function
- Fortified with vitamins and minerals
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- With tasty dried parsley
- Highly palatable and fully extruded, making nutrients easy to digest
- Helps maintain healthy weight
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 20000 IU
Vitamin D3 2000 IU
Iron (E1) 50 mg
Iodine (E2) 1.5 mg
Copper (E4) 7.5 mg
Manganese (E5) 30 mg
Zinc (E6) 100 mg
Selenium (E8) 0.25 mg

ANALYTICAL CONSTITUENTS

Crude protein 16.0%
Crude fibre 19.0%
Fat content 3.0%
Inorganic matter 7.0%
Calcium 0.8%
Phosphorus 0.4%

COMPOSITION

Alfalfa meal, soya bean hulls, wheat, soya bean meal, wheat feed, locust bean meal, linseeds, soya oil, calcium carbonate, prebiotics (MOS), dried parsley, yucca extract.

**PROMOTES
HEALTHY
SKIN &
COAT**



**NO
ADDED
SUGARS**
FOOD FOR LIFE.

SCIENCE
Selective™

FERRET FOOD

WITH
DELICIOUS
CHICKEN



INFORMATION

- Daily diet for ferrets of all ages
- Single component extruded nuggets prevent selective feeding
- Rich in tasty chicken – 43%
- High in protein (36%) to help promote vitality
- No added sugars
- Helps keep teeth healthy
- Supports digestive wellbeing
- With taurine – an essential amino acid to support healthy body function
- Fortified with vitamins and minerals
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Highly palatable and fully extruded, making nutrients easy to digest
- Helps maintain healthy weight
- Recommended by veterinarians



NUTRITIONAL ADDITIVES/KG

Vitamin A 35000 IU
Vitamin D3 2000 IU
Iron (E1) 50 mg
Iodine (E2) 1 mg
Copper (E4) 5 mg
Manganese (E5) 50 mg
Zinc (E6) 100 mg
Selenium (E8) 0.05 mg
Taurine 500 mg

ANALYTICAL CONSTITUENTS

Protein 36.0%
Crude fibre 2.0%
Fat content 19.0%
Inorganic matter 8.0%

COMPOSITION

Dried chicken protein (43%), wheat, chicken fat, dried turkey protein, fish meal, dried beet pulp, potato protein, linseed meal, chicken digest, soya oil, salt.

HELPS
KEEP
TEETH
HEALTHY



RICH IN
PROTEIN
FOOD FOR LIFE.

SCIENCE
Selective™

DEGU FOOD

FORTIFIED
WITH
VITAMIN C



INFORMATION

- Daily diet for degu of all ages
- Single component extruded nuggets prevent selective feeding
- With stabilised Vitamin C – essential to maintain healthy function
- With natural antioxidants to promote vitality
- Balanced protein (14%) to help maintain healthy weight
- Rich in natural ingredients
- No added sugars and low-calorie content to help prevent obesity
- High fibre (15%) helps promote dental and digestive health
- Correctly balanced calcium : phosphorus ratio – Calcium 1%, Phosphorus 0.5%
- Prebiotics (MOS) to support healthy gut motility and digestive wellbeing
- Fortified with essential vitamins and minerals
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- With tasty dried basil and broccoli
- Highly palatable and fully extruded, making nutrients easy to digest
- Recommended by veterinarians
- Recyclable packaging



NUTRITIONAL ADDITIVES/KG

Vitamin A 37500 IU
Vitamin C 500mg
Vitamin D3 2000 IU
Iron (E1) 50 mg
Iodine (E2) 1.5 mg
Copper (E4) 7.5 mg
Manganese (E5) 30 mg
Zinc (E6) 100 mg
Selenium (E8) 0.25 mg

ANALYTICAL CONSTITUENTS

Protein 14.0%
Crude fibre 15.0%
Fat content 3.5%
Inorganic matter 5.5%
Calcium 1.0%
Phosphorus 0.5%

COMPOSITION

Timothy grass hay, wheat, soya bean hulls, flaked peas, soya bean meal, barley, linseeds, soya oil, prebiotics (MOS), dried basil, dried broccoli.

**HIGHLY
PALATABLE
& EASY TO
DIGEST**



**NO
ADDED
SUGARS**
FOOD FOR LIFE.

Selective[™]
NATURALS

GARDEN STICKS

WITH
PEA & MINT



INFORMATION

- Treats suitable for rabbits, guinea pigs, chinchillas and degus
- With tasty pea and mint
- Perfect for hand feeding, interaction and bonding
- Rich in natural ingredients
- High in fibre – 25%
- With long fibre to help support dental and digestive wellbeing
- Truly tasty with no added sugars
- No artificial colours
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Recommended by veterinarians
- Recyclable packaging

COMPOSITION

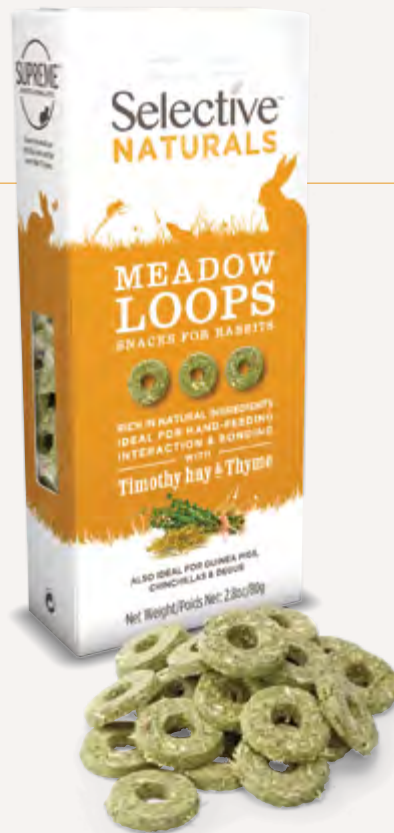
Ground Timothy hay, ground alfalfa hay, oat flour, ground dried locust beans, ground peas (10%), linseeds, soya oil, dried peppermint leaves (0.5%), peppermint oil (0.2%)

FOOD FOR LIFE.

Selective[™]
NATURALS

MEADOW LOOPS

WITH
TIMOTHY HAY
& THYME



INFORMATION

- Treats suitable for rabbits, guinea pigs, chinchillas and degus
- With tasty Timothy hay and thyme
- Perfect for hand feeding, interaction and bonding
- Rich in natural ingredients
- High in fibre – 14%
- With long fibre to help support dental and digestive wellbeing
- Truly tasty with no added sugars
- No artificial colours
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Recommended by veterinarians
- Recyclable packaging

COMPOSITION

Wheat flour, ground Timothy hay (11%), ground alfalfa hay, ground dried locust beans, ground peas, dried thyme (4%), soya oil, linseeds.

FOOD FOR LIFE.

Selective[™]
NATURALS

COUNTRY LOOPS

WITH
CARROT &
TIMOTHY HAY



INFORMATION

- Treats suitable for rabbits, guinea pigs, chinchillas and degus
- With tasty Timothy hay and carrot
- Perfect for hand feeding, interaction and bonding
- Rich in natural ingredients
- High in fibre – 14%
- With long fibre to help support dental and digestive wellbeing
- Truly tasty with no added sugars
- No artificial colours
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Recommended by veterinarians
- Recyclable packaging

COMPOSITION

Wheat flour, ground Timothy hay (18%), ground dried locust beans, dried carrot (4%), soya oil, linseeds, ground peas.

FOOD FOR LIFE.

Selective[™]
NATURALS

FOREST STICKS

WITH
BLACKBERRY &
CHAMOMILE



INFORMATION

- Treats suitable for rabbits, guinea pigs, chinchillas and degus
- With tasty blackberry and chamomile
- Perfect for hand feeding, interaction and bonding
- Rich in natural ingredients
- High in fibre – 25%
- With long fibre to help support dental and digestive wellbeing
- Truly tasty with no added sugars
- No artificial colours
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Recommended by veterinarians
- Recyclable packaging

COMPOSITION

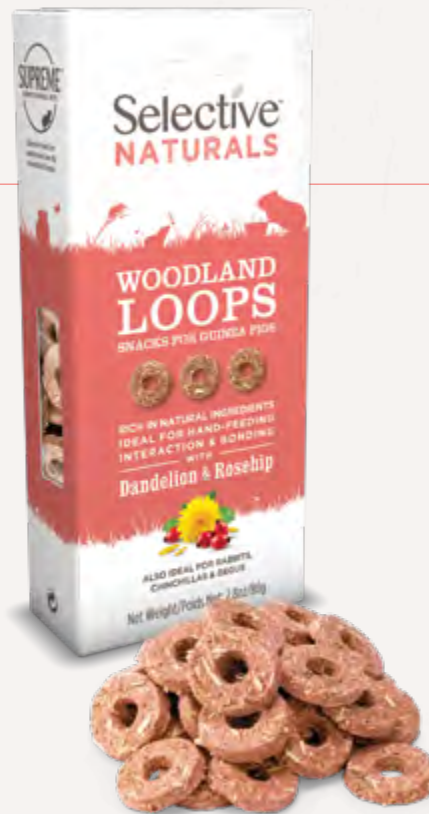
Ground Timothy hay, ground alfalfa hay, oat flour, ground dried locust beans, ground peas, blackberries (4%), linseeds, soya oil, dried chamomile flowers (0.5%).

FOOD FOR LIFE.

Selective[™]
NATURALS

WOODLAND LOOPS

WITH
DANDELION
& ROSEHIP



INFORMATION

- Treats suitable for rabbits, guinea pigs, chinchillas and degus
- With tasty dandelion and rosehip
- Perfect for hand feeding, interaction and bonding
- Rich in natural ingredients
- High in fibre – 14%
- With long fibre to help support dental and digestive wellbeing
- Truly tasty with no added sugars
- No artificial colours
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Recommended by veterinarians
- Recyclable packaging

COMPOSITION

Wheat flour, ground Timothy hay, ground alfalfa hay, ground dried locust beans, ground peas, soya oil, linseeds, dried dandelion (1%, equivalent to 7% dandelion), dried rosehip (1%, equivalent to 7% rosehips).

FOOD FOR LIFE.

Selective[™]
NATURALS

HARVEST LOOPS

WITH
APPLE, LINSEED
& PEANUT



INFORMATION

- Treats suitable for hamsters, gerbils, rats and mice
- With tasty apple, peanut and linseed
- Perfect for hand feeding, interaction and bonding
- Rich in natural ingredients
- Truly tasty with no added sugars
- No artificial colours
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Recommended by veterinarians
- Recyclable packaging

COMPOSITION

Wheat flour, white millet, red millet, ground peas, ground dried locust beans, wheat middlings, kibbled peanuts (4%), soya oil, linseeds (2%), ground dried apple (1%).

FOOD FOR LIFE.

Selective[™]
NATURALS

ORCHARD LOOPS

WITH
TIMOTHY HAY
& APPLE



INFORMATION

- Treats suitable for rabbits, guinea pigs and chinchillas
- With tasty Timothy Hay and Apple
- Perfect for hand feeding, interaction and bonding
- Rich in natural ingredients
- High in fibre – 12%
- With long fibre to help support dental and digestive wellbeing
- Truly tasty with no added sugars
- No artificial colours
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Recommended by veterinarians
- Recyclable packaging

COMPOSITION

Wheat flour, ground dried locust beans, ground Timothy hay (8.6%), ground alfalfa hay, ground peas, soya oil, ground dried apple (3%), linseeds.

FOOD FOR LIFE.

Selective[™]
NATURALS

BERRY LOOPS

WITH
TIMOTHY HAY
& CRANBERRY



INFORMATION

- Treats suitable for rabbits, guinea pigs and chinchillas
- With tasty Timothy Hay and Cranberry
- Perfect for hand feeding, interaction and bonding
- Rich in natural ingredients
- High in fibre – 12%
- With long fibre to help support dental and digestive wellbeing
- Truly tasty with no added sugars
- No artificial colours
- Contains linseed – a natural source of Omega 3 & 6, for healthy skin and glossy coat
- Recommended by veterinarians
- Recyclable packaging

COMPOSITION

Wheat flour, ground dried locust beans, ground Timothy hay (8.5%), ground alfalfa hay, ground peas, soya oil, ground dried cranberries (3%), linseeds.

FOOD FOR LIFE.

RECOVERY LIQUID FEED

AVAILABLE
IN BOXES
OF TEN
PACKS



INFORMATION

- Rehydratable as a nutritionally complete liquid feed for sick or recuperating small herbivores, suitable for syringe feeding – comes with free feeding syringe
- No added sugars or artificial colourants
- Just add warm water and mix into an easy to feed paste
- High fibre (19%), to promote GI health and fecal consistency
- With fructo-oligo-saccharides (FOS) – prebiotics to help promote the growth of beneficial bacteria for digestive health
- 17% protein inclusion to sustain protein reserves and support the immune system and suitable for long term feeding in rabbits
- Available in boxes of ten packs to provide convenient and cost effective use either in practice or at home



NUTRITIONAL ADDITIVES/KG

Vitamin A 12000 IU
Vitamin C 10mg
Vitamin D3 1500 IU
Ferrous sulphate monohydrate 28mg
Calcium iodate 2.3mg
Copper sulphate pentahydrate 19mg
Manganese sulphate monohydrate 115mg
Zinc oxide 70mg
Sodium selenite 0.28mg

ANALYTICAL CONSTITUENTS

Protein 17.0%
Crude fibre 19.0%
Crude oils & fats 2%
Crude ash 7%
Calcium 0.8%
Phosphorus 0.4%

COMPOSITION

Alfalfa meal, oat middlings, toasted dehulled soya meal, wheat feed, cellulose, dried peas, fructooligosaccharides (2.5%), ground wheat, minerals, dried beet pulp, wheat flour, anise and fenugreek oil. May contain genetically modified soya and traces of nuts.

NUTRITIONALLY COMPLETE LIQUID FEED



NO ADDED SUGARS

FOOD FOR LIFE.

RECOVERY PLUS LIQUID FEED



INFORMATION

- Intensive nutritional support for the critical care of small herbivores
- Rehydratable as a nutritionally complete liquid feed – ideal for syringe feeding & comes with complementary feeding syringe
- Based on Timothy Hay with high concentration of long fibre, helping to provide an ideal substrate for gut microbes to produce volatile fatty acids as an energy source
- High crude fibre content (25%), to promote GI health and fecal consistency
- Enhanced protein (18.5%), to boost protein reserves at times of greater need and to support the immune system
- Added Probiotics (*Saccharomyces cerevisiae*), to provide beneficial bacteria to boost digestive health
- With prebiotics to promote the growth of beneficial bacteria for digestive health
- Added Vitamin C 1,200mg/kg, to provide for higher requirements in stressful situations – no need to supplement for guinea pigs and degus
- Echinacea to help provide immune system support
- Chamomile to help provide support during times of stress
- Highly palatable with no added sugars or artificial colourants
- Available in boxes of ten packs to provide convenient and cost effective use either in practice or at home
- Just add warm water and mix – maintains suspension



NUTRITIONAL ADDITIVES/KG

Vitamin A 23000 IU
Vitamin C 1200mg
Vitamin D3 1500 IU
Vitamin E 80mg
Ferrous sulphate monohydrate 28mg
Calcium iodate 2.3mg
Copper sulphate pentahydrate 19mg
Manganese sulphate monohydrate 115mg
Zinc oxide 70mg
Sodium selenite 0.28mg
Gut flora stabiliser
Saccharomyces cerevisiae NCYC Sc 47, 3x10⁹ CFU

ANALYTICAL CONSTITUENTS

Crude protein 18.5%
Crude fibre 25.0%
Crude oils and fats 5.0%
Crude ash 10.0%
Calcium 1.0%
Phosphorus 0.6%

COMPOSITION

Dried Timothy grass, alfalfa meal, dried alfalfa solubles, cellulose, soya protein isolate, dried peas, minerals, fructo-oligosaccharides, toasted dehulled soya meal, linseed oil, dried beet pulp, dried echinacea, dried chamomile (herbs 0.5%), anise and fenugreek oil. May contain genetically modified soya and traces of nuts.

INTENSIVE NUTRITIONAL SUPPORT



HIGH IN FIBRE

25%

FOOD FOR LIFE.

RECOVERY FEEDING SYRINGES

EASILY
CLEANED
& REUSABLE



INFORMATION

- Specifically designed for syringe feeding rabbits, guinea pigs, chinchillas and degus
- Three-part syringe
- 15ml capacity
- Individual millilitre graduations
- Fits easily into one hand for ease of administering
- Long nose, wide bore nozzle allowing for ease of flow
- Easily cleaned and reusable

ONE
SYRINGE
FREE

IN EVERY PACK OF RECOVERY
AND RECOVERY+





**SPECIFICALLY
DESIGNED**
FOR SYRINGE
FEEDING



**SYRINGES
AVAILABLE
TO ORDER**
IN PACKS
OF TEN

FOOD FOR LIFE.

VETCARE URINARY HEALTH RABBIT FOOD



INFORMATION

- High 28% Crude Fibre
- Based on Timothy Hay
- Low Ca. 0.5%
- Added Vitamin C – 500mg/kg
- Encourages water consumption
- With cranberries and bilberries – natural antioxidants
- Echinacea – to help support the immune system & fight infection
- Dandelion – a gentle diuretic – to stimulate routine renal function
- Rich in “long fibre”
- Extended feeding time
- Promotes dental wear
- Enhances environmental enrichment
- A nutritionally complete and balance diet
- Wheat and gluten free
- Added Linseed for healthy skin and coat
- No artificial colours or flavours
- No added sugars



NUTRITIONAL ADDITIVES/KG

Vitamin A 15000 IU
Vitamin D3 1500 IU
Vitamin C 500 mg
Ferrous sulphate monohydrate 152 mg
Calcium iodate anhydrous 1.5 mg
Copper sulphate pentahydrate 20 mg
Manganese oxide 38 mg
Zinc oxide 62 mg
Sodium selenite 0.2 mg

ANALYTICAL CONSTITUENTS

Protein 14.0%
Crude fibre 28.0%
Fat content 3.5%
Crude ash 7.5%
Calcium 0.5%
Sodium 0.3%
Phosphorus 0.4%

COMPOSITION

Ground Timothy hay, soybean meal, ground peas, oat flakes, dried alfalfa protein concentrate, linseed (1.5%), locust bean meal, dried echinacea (1%), dried dandelion (1%), dried nettle, soya oil, dried cranberries (0.25%), dried bilberries (0.25%), calcium carbonate.

PROMOTES DENTAL WEAR



RICH IN LONG FIBRE

FOOD FOR LIFE.

BATHING SAND

NATURALLY
HYGIENIC &
ABSORBENT



INFORMATION

- Suitable for chinchillas, hamsters, gerbils and degus
- Specially designed to be super soft on skin and paws
- Beneficial for pets with sensitive skin
- Optimal particle size for premium coat condition
- Naturally hygienic and absorbent
- Encourages natural behaviour
- Easily resealable pack to retain freshness and keep out moisture

COMPOSITION

Sepiolite sand.

SUPPORTS NATURAL BEHAVIOUR



KIND TO SKIN & PAWS

SELECTIVE. BRAND SUPPORT


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& BRAND SUPPORT
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- NATURAL PREBIOTICS
- NO ADDED SUGARS
- OMEGA 3 & 6


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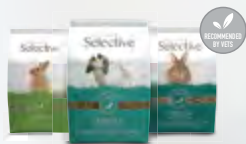
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SCIENCE
Selective

FOOD FOR LIFE.



We all want our pets to live long and happy lives, so choose Selective, tailored nutrition to help support your pet's digestive health and vitality for all life stages and lifestyles.

- HIGH IN FIBRE
- NATURAL PREBIOTICS
- NO ADDED SUGARS
- OMEGA 3 & 6

SELECTIVE. FOR EVERY STAGE IN LIFE



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FREE LIFESTAGE SAMPLES



CONSUMER ADVERTISING CAMPAIGN





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