

Connolly's
RED MILLS
SINCE 1908



LEADER™

NATURAL DOG NUTRITION





LEADERTM

NATURAL DOG NUTRITION

For five generations and over 100 years, the Connolly family have been putting animals at the centre of everything that we do. We're committed to providing nutritious, high-quality food for your pets made with expert advice and the best ingredients that the Irish countryside has to offer.

From puppy to senior dog, small breed to large breed, and any situation requiring more specific care, we strive to create diets that are perfect for your pet.

Developed by vets and loved by pets, every natural ingredient in the Leader range is carefully selected from local sources where possible to provide excellent food digestibility and nutritional quality. We're proud to be there every step of the way.

Nutrition as Nature Intended

LEADER is formulated using only top-quality ingredients that will help your dog stay active and healthy throughout their life.



ALFALFA

an excellent natural fibre source which helps to support a healthy gut.



LINSEED

a rich source of omega-3s, supporting healthy skin and a shiny coat.



BEETROOT

an excellent source of folic acid, iron and natural antioxidants.



POTATO

easily digestible and contains highly bio-available proteins.



BROWN RICE

contains natural fibre and has a low GI for slow-release energy.



PREBIOTICS

help optimise intestinal microflora to support digestive health.



CRANBERRIES

rich in antioxidants and an excellent source of vitamin C.



GLUCOSAMINE & CHONDROITIN

essential for overall healthy joint development and function.



SALMON

a high-quality source of omega-3 fatty acids, protein, and essential vitamins for healthy skin and coat.



TURKEY

highly digestible, low in fat and containing vitamins B3 and B6.



LAMB

an excellent protein source, suitable for dogs with sensitivities.



CHICKEN

a high-quality source of omega-3 fatty acids, protein, and essential vitamins for healthy skin and coat.

Dog Foods

PUPPY



SLIMLINE



ADULT



SUPREME



SENIOR



SENSITIVE LAMB



SENSITIVE SALMON



Treats | Dental Sticks | Functional Treats



PUPPY



PUPPY

SMALL BREED

- Packed with tasty chicken
- 100% natural ingredients
- Preserved naturally
- 403.6 Calories (ME) per 100 g

Our Leader puppy is formulated with small kibble, perfect for pint-sized pups. This perfectly balanced formula contains all your small breed puppy needs to thrive!

Composition: Dehydrated Chicken (39%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Alfalfa, Hydrolysed Liver Protein, Minerals, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride 400mg/kg, Yucca Schidigera, Chondroitin Sulphate 300mg/kg. **Analytical Constituents:** Protein 30.0%, Fat Content 17.0%, Fibre 2.0%, Ash 6.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg) Vitamins:** Vitamin A 24,000i.u., Vitamin D3 2,000i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate Anhydrous 1.5mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



PUPPY

MEDIUM BREED

- Packed with tasty chicken
- Blended with botanicals
- Made with 100% natural ingredients
- 393.5 Calories (ME) per 100 g

Made with medium dogs in mind, our Leader Medium puppy is formulated with the optimum amount of vitamins and minerals to give the best start in life.

Composition: Dehydrated Chicken (36%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory, Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride 400mg/kg, Yucca Schidigera, Chondroitin Sulphate 300mg/kg. **Analytical Constituents:** Protein 28.0%, Fat Content 15.0%, Fibre 2.0%, Ash 6.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg) Vitamins:** Vitamin A 24,000i.u., Vitamin D3 2,000i.u., Vitamin E (Alpha Tocopherol) 250mg, Taurine 1,250 mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate Anhydrous 1.5mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



STRONG, HEALTHY MUSCLES

high quality protein formula for the development of strong, lean muscles.



STRENGTHENS BONES

balanced with vitamin D3, calcium and phosphorus for healthy bones.



STRONG IMMUNE SYSTEM

added antioxidants help to support your dog's natural defences.

PUPPY

LARGE BREED

- **Tailored growth formula**
- **Supports healthy bones & joints**
- **Packed with tasty chicken**
- **100% natural ingredients**
- **382.9 Calories (ME) per 100 g**

Enriched with omega 3 oils and glucosamine and chondroitin, this chicken-rich food comes in a larger kibble size, and is perfect for giving your large breed puppy all they need to grow to their full potential.

Composition: Dehydrated Chicken (30%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory, Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Glucosamine Hydrochloride 600mg/kg, Ginger, Turmeric, Chondroitin Sulphate 450mg/kg. Yucca Schidigera.

Analytical Constituents: Protein 25.0%, Fat Content 13.0%, Fibre 2.0%, Ash 6.5%, Moisture (max) 10.0%.

Nutritional Additives (per kg)

Vitamins: Vitamin A 24,000i.u., Vitamin D3 2,000i.u., Vitamin E (Alpha Tocopherol) 250mg.

Trace Elements: Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate Anhydrous 1.5mg.

Antioxidants, Preservatives (Preserved with tocopherol-rich extracts of natural origin).

ADULT



ADULT

SMALL BREED

- Small kibble size
- Packed with protein-rich chicken
- All natural ingredients
- 388.1 Calories (ME) per 100 g

The Leader Adult chicken and rice formulation is perfectly balanced for your adult dog, and includes highly digestible proteins with an excellent amino acid profile, as well as omega-3 oils to keep skin and coat healthy!

Composition: Dehydrated Chicken (26%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride 200mg/kg, Yucca Schidigera, Chondroitin Sulphate 150mg/kg. **Analytical Constituents:** Protein 22.0%, Fat Content 14.0%, Fibre 2.1%, Ash 6.0%, Moisture (max) 10.0%. **Nutritional Additives (per kg)**
Vitamins: Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg.
Trace Elements: Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



ADULT

MEDIUM BREED

- Delicious taste
- High meat recipe
- Bursting with botanicals
- 378.1 Calories (ME) per 100 g

This delicious, chicken-rich recipe is crammed with yummy botanicals for a great taste and a healthy formula which will keep your adult dog looking good & feeling great!

Composition: Dehydrated Chicken (26%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride 200mg/kg, Yucca Schidigera, Chondroitin Sulphate 150mg/kg. **Analytical Constituents:** Protein 21.0%, Fat Content 12.0%, Fibre 2.2%, Ash 6.0%, Moisture (max) 10.0%. **Nutritional Additives (per kg)**
Vitamins: Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg.
Trace Elements: Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



A TASTE YOUR DOG LOVES

this palatable recipe ensures your dog will enjoy every mouthful.



STRONG IMMUNE SYSTEM

added antioxidants help to support your dog's natural defences.



JOINT HEALTH

formulated with glucosamine and chondroitin, to support healthy joints.

ADULT

LARGE BREED

- Tailored formula for large dogs
- Glucosamine & chondroitin to promote healthy joints
- Large kibble size
- 369.2 Calories (ME) per 100 g

Containing high quality, highly digestible ingredients, the Leader Adult Large Breed chicken and rice formulation is perfectly balanced to provide all the nutritional needs for the large breed dog.

Composition: Dehydrated Chicken (26%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride 400mg/kg, Yucca Schidigera, Chondroitin Sulphate 300mg/kg. **Analytical Constituents:** Protein 21.0%, Fat Content 10.0%, Fibre 2.0%, Ash 6.0%, Moisture (max) 10.0%. **Nutritional Additives (per kg)** **Vitamins:** Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).

SENIOR



SENIOR

SMALL BREED

- Enhanced joint care formula
- 100% natural ingredients
- Packed with tasty chicken
- 377 Calories (ME) per 100 g

Our Leader Senior Small Breed recipe is perfect for supporting healthy ageing. With increased levels of glucosamine and chondroitin and a smaller kibble size suited to small breeds, it's the perfect recipe for healthy joints.

Composition: Dehydrated Chicken (27%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride, Yucca Schidigera, Chondroitin Sulphate. **Analytical Constituents:** Protein 23.0%, Fat Content 12.0%, Fibre 2.2%, Ash 6.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg) Vitamins:** Vitamin A 24,000i.u., Vitamin D3 2,000i.u. Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



SENIOR

MEDIUM BREED

- Packed with tasty chicken
- Added glucosamine and chondroitin
- Blended with healthy botanicals
- 372 Calories (ME) per 100 g

This carefully balanced and highly digestible chicken and rice blended recipe is perfect for older dogs. With increased levels of glucosamine and chondroitin, it's also perfect for supporting ageing joints.

Composition: Dehydrated Chicken (26%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Glucosamine Hydrochloride, Ginger, Turmeric, Chondroitin Sulphate, Yucca Schidigera. **Analytical Constituents:** Protein 22.0%, Fat Content 11.0%, Fibre 2.2%, Ash 6.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg) Vitamins:** Vitamin A 24,000i.u., Vitamin D3 2,000i.u. Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



STRONG IMMUNE SYSTEM

added antioxidants help to support your dog's natural defences.



JOINT HEALTH formulated with glucosamine and chondroitin, aiding healthy joints.



STRENGTHENS BONES balanced with vitamin D3, calcium and phosphorus for healthy bones.

SENIOR

LARGE BREED

- Packed with tasty chicken
- Larger kibble size
- Joint support formulation
- 366.9 Calories (ME) per 100 g

The carefully balanced chicken and rice formulation of Leader Senior Large Breed helps to support good motility in the digestive tract and boosted levels of glucosamine and chondroitin help to promote healthy joints.

Composition: Dehydrated Chicken (26%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Glucosamine Hydrochloride, Ginger, Turmeric, Chondroitin Sulphate, Yucca Schidigera. **Analytical Constituents:** Protein 21.0%, Fat Content 10.0%, Fibre 2.2%, Ash 6.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg)** **Vitamins:** Vitamin A 24,000i.u., Vitamin D3 2,000i.u. Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).

SENSITIVE



LAMB



SENSITIVE

SMALL BREED

- **Highly digestible lamb**
- **Allergy care**
- **100% Natural**
- **387.8 Calories (ME) per 100 g**

Our Leader Sensitive is designed with allergy prone and sensitive dogs in mind. Made with digestible lamb and potato, this formula can help to minimise skin irritation and digestive upset, while the smaller kibble size is suitable for small breed dogs.

Composition: Dehydrated Lamb (30%), Brown Rice, White Rice, Sunflower Oil, Potato Protein, Whole Linseed, Minerals, Alfalfa, Seaweed Meal, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Yucca Schidigera. **Analytical Constituents:** Protein 24.0%, Fat Content 15.0%, Fibre 2.2%, Ash 7.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg) Vitamins:** Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Amino Acids:** 3.2.3 L-Lysine Monohydrochloride 1,060mg, 3.4.1 L-Tryptophan 100mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



SENSITIVE

MEDIUM BREED

- **Lamb based recipe**
- **Hypoallergenic**
- **100% Natural**
- **370.8 Calories (ME) per 100 g**

Just like us, dogs can suffer from food sensitivities. The pure, natural, wholesome recipe of Leader Adult Sensitive includes lamb and potatoes, which can help to minimise skin irritation and digestive upsets.

Composition: Dehydrated Lamb (28%), Brown Rice, White Rice, Sunflower Oil, Potato Protein, Whole Linseed, Minerals, Alfalfa, Seaweed Meal, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Yucca Schidigera. **Analytical Constituents:** Protein 23.0%, Fat Content 11.0%, Fibre 2.1%, Ash 7.0%, Moisture (max) 10.0%. **Nutritional Additives (per kg) Vitamins:** Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Amino Acids:** 3.2.3 L-Lysine Monohydrochloride 1,800mg, 3.4.1 L-Tryptophan 100mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



GENTLE FORMULATION

ingredients carefully selected for the needs of the sensitive dog.



LOW ALLERGY RISK

formulated with lamb, possessing hypoallergenic characteristics.



OPTIMAL DIGESTION

yucca schidigera included to aid digestion and reduce stool odour.

SENSITIVE

LARGE BREED

- **Nutritious lamb**
- **Allergy care**
- **Natural ingredients**
- **363.9 Calories (ME) per 100 g**

This carefully balanced and gentle recipe includes omega-3 oils and high-quality proteins to satisfy nutritional demands. The large kibble shape and size is perfectly suited to large breed dogs.

Composition: Dehydrated Lamb (27%), Brown Rice, White Rice, Sunflower Oil, Potato Protein, Whole Linseed, Minerals, Alfalfa, Seaweed Meal, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Yucca Schidigera. **Analytical Constituents:** Protein 22.0%, Fat Content 10.0%, Fibre 2.1%, Ash 7.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg):** Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Amino Acids:** 3.2.3 L-Lysine Monohydrochloride 1,780mg, 3.4.1 L-Tryptophan 100mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).

SENSITIVE



SALMON



SENSITIVE

SMALL BREED

- **Delicious salmon**
- **Allergy care**
- **100% natural**
- **390 Calories (ME) per 100 g**

A perfect choice for your salmon-loving sensitive dog. Made with small kibble size, our Leader Sensitive Salmon is packed with hypoallergenic ingredients and comes complete with a great taste.

Composition: Dehydrated Salmon (28%), Brown Rice, White Rice, Sunflower Oil, Potato Protein, Whole Linseed, Minerals, Alfalfa, Seaweed Meal, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Yucca Schidigera. **Analytical Constituents:** Protein 25.0%, Fat Content 15.0%, Fibre 2.2%, Ash 7.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg) Vitamins:** Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Amino Acids:** 3.2.3 L-Lysine Monohydrochloride 1,060mg, 3.4.1 L-Tryptophan 100mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



SENSITIVE

MEDIUM BREED

- **Hypoallergenic**
- **Made with delicious salmon**
- **Naturally preserved**
- **377.6 Calories (ME) per 100 g**

Made with delicious natural salmon, this hypoallergenic blend provides a great diet for more sensitive dogs. Made with natural ingredients and a hypoallergenic recipe for your dog to enjoy.

Composition: Dehydrated Salmon (27%), Brown Rice, White Rice, Sunflower Oil, Potato Protein, Whole Linseed, Minerals, Alfalfa, Seaweed Meal, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Yucca Schidigera. **Analytical Constituents:** Protein 24.0%, Fat Content 12.0%, Fibre 2.1%, Ash 7.0%, Moisture (max) 10.0%. **Nutritional Additives (per kg) Vitamins:** Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Amino Acids** 3.2.3 L-Lysine Monohydrochloride 1,800mg, 3.4.1 L-Tryptophan 100mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



LOW ALLERGY RISK

formulated with salmon, possessing hypoallergenic characteristics.



OPTIMAL DIGESTION

yucca schidigera included to aid digestion and reduce stool odour.



A TASTE YOUR DOG LOVES

this palatable recipe ensures your dog will enjoy every mouthful.

SENSITIVE

LARGE BREED

- Hypoallergenic
- Salmon-rich recipe
- Naturally preserved
- 370.7 Calories (ME) per 100 g

This hypoallergenic recipe is a great choice for sensitive, large breed dogs. Made with natural ingredients and in a large kibble size, this is perfect for your large, sensitive dogs.

Composition: Dehydrated Salmon (26%), Brown Rice, White Rice, Sunflower Oil, Potato Protein, Whole Linseed, Minerals, Alfalfa, Seaweed Meal, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Yucca Schidigera. **Analytical Constituents:** Protein 23.0%, Fat Content 11.0%, Fibre 2.1%, Ash 7.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg)** Vitamins: Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Amino Acids:** 3.2.3 L-Lysine Monohydrochloride 1,780mg, 3.4.1 L-Tryptophan 100mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).

SLIMLINE



SLIMLINE

SMALL BREED

- **Nutritious turkey**
- **Low calorie recipe**
- **Small kibble size**
- **357.2 Calories (ME) per 100 g**

The reduced fat and calorie levels of Leader Adult Small Breed Slimline, along with the inclusion of L-Carnitine, support healthy weight loss and helps to manage obesity.

Composition: Dehydrated Turkey (21%), Brown Rice, White Rice, Pea Starch, Potato Starch, Dehulled Oats, Chicken Fat, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride, Yucca schidigera, Chondroitin Sulphate. **Analytical Constituents:** Protein 21.0%, Fat Content 8.0%, Fibre 2.4%, Ash 6.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg):** Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Amino Acids:** 3.2.3 L-Lysine Monohydrochloride 1,630mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



SLIMLINE

MEDIUM BREED

- **100% natural ingredients**
- **Packed with tasty turkey**
- **Blended with botanicals**
- **354.5 Calories (ME) per 100 g**

This lower calorie, all-natural recipe is perfect for maintaining or restoring a healthy weight for your dog, with a delicious and nutritious blend of turkey and botanicals.

Composition: Dehydrated Turkey (21%), Brown Rice, White Rice, Pea Starch, Potato Starch, Dehulled Oats, Chicken Fat, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride (200mg/kg), Yucca schidigera, Chondroitin Sulphate (150mg/kg). **Analytical Constituents:** Protein 20.0%, Fat Content 7.5%, Fibre 2.4%, Ash 6.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg):** Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Amino Acids:** 3.2.3 L-Lysine Monohydrochloride 2,630mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



LOW CALORIE this low-fat recipe is specifically designed for overweight dogs.



A TASTE YOUR DOG LOVES this palatable recipe ensures your dog will enjoy every mouthful.



BOTANICAL BENEFITS with added ginger, turmeric, cranberries, beetroot and rosemary.

SLIMLINE

LARGE BREED

- Large kibble size
- Packed with tasty turkey
- Low calorie recipe
- 351.6 Calories (ME) per 100 g

Made with a highly digestible turkey recipe, this lower calorie formula is perfect for supporting healthy weight loss and for managing obesity. This carefully balanced recipe is highly digestible, while the large kibble shape and size is perfectly suited to large breed dogs.

Composition: Dehydrated Turkey (21%), Brown Rice, White Rice, Pea Starch, Potato Starch, Dehulled Oats, Chicken Fat, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride, Yucca schidigera, Chondroitin Sulphate. **Analytical Constituents:** Protein 19.0%, Fat Content 7.0%, Fibre 2.5%, Ash 6.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg):** Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Amino Acids:** 3.2.3 L-Lysine Monohydrochloride 2,860mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).

SUPREME



SUPREME

SMALL BREED

- Radiant coat formula
- Chicken no.1 ingredient
- Small kibble size
- 398 Calories (ME) per 100 g

Higher levels of protein, oils and omega-3s in Leader Adult Small Breed Supreme provide superior nutrition for your adult dog to promote excellent health, vitality and appearance.

Composition: Dehydrated Chicken (29%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride (400mg/kg), Yucca schidigera, Chondroitin Sulphate (300mg/kg). **Analytical Constituents:** Protein 24.0%, Fat Content 16.0%, Fibre 2.2%, Ash 6.0%, Moisture (max) 10.0%. **Nutritional Additives (per kg):** Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



SUPREME

MEDIUM BREED

- 100% natural ingredients
- Packed with tasty chicken
- Radiant coat formula
- 391.1 Calories (ME) per 100 g

Higher levels of protein, oils and omega-3s in Leader Adult Medium Breed Supreme provide superior nutrition for your adult dog to promote excellent health, vitality and appearance.

Composition: Dehydrated Chicken (27%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride, Yucca schidigera, Chondroitin Sulphate. **Analytical Constituents:** Protein 23.0%, Fat Content 15.0%, Fibre 2.2%, Ash 6.5%, Moisture (max) 10.0%. **Nutritional Additives (per kg)** Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).



HEALTHY SKIN & COAT

omega-3s promote a shiny coat and encourages healthy skin condition.



STRONG, HEALTHY MUSCLES

high quality protein formula for the development of strong, lean muscles.



HIGH MEAT CONTENT highly digestible, containing a high proportion of chicken meat.

SUPREME

LARGE BREED

- **Packed with tasty chicken**
- **Perfect for glossy coats**
- **100% natural ingredients**
- **381.8 Calories (ME) per 100 g**

Higher levels of protein, oils and omega-3s in Leader Adult Large Breed Supreme are perfect for maintaining a glossy coat as well as looking after their health and vitality. With larger kibble, perfect for larger dogs!

Composition: Dehydrated Chicken (26%), Brown Rice, White Rice, Chicken Fat, Dehulled Oats, Whole Linseed, Minerals, Alfalfa, Hydrolysed Liver Protein, Yeast Extract, Chicory Inulin, Dried Cranberries, Dried Beetroot, Rosemary, Ginger, Turmeric, Glucosamine Hydrochloride, Yucca schidigera, Chondroitin Sulphate. **Analytical Constituents:** Protein 22.0%, Fat Content 13.0%, Fibre 2.0%, Ash 6.5%, Moisture (max) 10.0%.

Nutritional Additives (per kg): Vitamin A 24,000 i.u., Vitamin D3 2,000 i.u., Vitamin E (Alpha Tocopherol) 250mg. **Trace Elements:** Copper Sulphate Pentahydrate 7.0mg, Sodium Selenite 0.15mg, Iron Sulphate Monohydrate 75.0mg, Manganese Oxide 40.0mg, Zinc Oxide 70.0mg, Zinc Chelate of Glycine Hydrate 30.0mg, Calcium Iodate 1.5mg. **Antioxidants, Preservatives** (Preserved with tocopherol-rich extracts of natural origin).

Nutrition for puppies



Puppies can be introduced to solid food from about 4 weeks of age. At this stage you will need to add some warm (not boiling) water to the kibbles to get a porridge-like consistency. Feed like this up to 6/7 weeks of age.



Puppies need to be fed regularly. For the first few months they should be fed 4 – 5 small meals daily. A puppy's tummy is very small!



As your puppy matures, the frequency of feeds can be reduced until reaching adulthood, at which stage feeding twice daily is recommended.



Remember different breeds mature at different ages. A small breed (e.g. Pug) may reach mature body size as early as 9 months, whereas a giant breed (e.g. St Bernard) will still be growing up to two years of age.



Make sure your puppy gets all the necessary vaccinations from your vet. Also ensure that your puppy is wormed regularly.



When it is safe to do so post-vaccination, let your puppy meet other dogs and humans to help them socialise!



Start training them to recall back to you with the use of healthy treats as soon as you can!



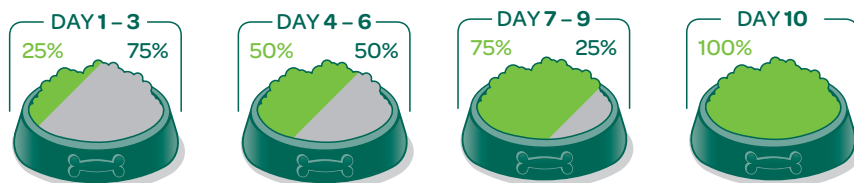
It is good to get your puppy accustomed to travelling in the car at an early stage. Try to make the first few trips positive ones.



Make sure to have FUN with your puppy!

Introducing your dog to Leader

When changing your dog's food to Leader, do so by gradually mixing the new food with the old food over a period of several days.



CURRENT FOOD



LEADER

TRAIN Me

Healthy, low calorie
treats for rewarding
good behaviour!



<3
kcal

Low calorie



Perfect for
puppies & dogs
of all ages



NATURAL CHICKEN FLAVOUR

Our Leader Train Me Treats are a perfect, guilt-free way to treat your furry friend! With fewer than 3 calories per treat and a recipe packed with all-natural ingredients, these soft, meaty treats with 30% chicken are sure to hit the spot!

NATURAL SALMON FLAVOUR

Integral to training, these delicious treats actually help brain function thanks to their high levels of DHA and EPA. Made from natural ingredients including 30% salmon and cold-formed to preserve their flavour and beneficial properties, they contain less than 3 calories per treat and no artificial colours, flavours or added sugars.

ORAL Pro

These wheat-free, gluten-free, and guilt-free dental sticks are a great way to perfect your dog's dental health routine



NATURAL OATMEAL & ROSEMARY FLAVOUR

Our dental sticks have a unique design, featuring spiral-shaped ridges that help remove plaque to maintain healthy teeth and gums. They also freshen your dog's breath with natural peppermint extract! Made with natural, nutritious ingredients, they contain no artificial colours, flavours, or added sugar.

NATURAL BROWN RICE & CRANBERRY FLAVOUR

Our long-lasting dental sticks help clean teeth and remove plaque, and when used daily, are scientifically proven to reduce tartar build-up for healthier teeth and gums. Made with wholesome brown rice and delicious cranberry, our Oral Pro Dental Super Sticks are tasty, chewy, and made only with all-natural ingredients – including peppermint and thyme to help keep bad breath at bay too!

NUTRI Vigor

All Natural Functional treats
for Skin & Coat and Hip & Joint
Care



Nutri Vigor Skin & Coat Care

NATURAL CHICKEN FLAVOUR

Help keep their coat looking shiny and lustrous and their skin healthy with these tasty, soft, meaty treats made from natural ingredients including 30% chicken. Rich in omega 3 and 6 and with enhanced levels of natural antioxidants, zinc and amino acids, these treats contain no artificial colours, flavours or added sugars.

Nutri Vigor Hip & Joint Care

NATURAL SALMON FLAVOUR

Rich in omega 3 and 6, and with enhanced levels of natural antioxidants, these tasty, soft, meaty treats promote joint care, while maintaining a healthy coat. Made from natural ingredients including 30% salmon, there are no artificial colours, flavours or added sugars. If your four-legged friend is moving well, looking well and staying active, then they're healthy as well as happy!

REVIEWS

Bear

Puppy loves it!

I'm so excited to have discovered a local brand that uses 100% natural ingredients. The food is reasonably priced, and I love that it supports healthy bone development from an early age. Our puppy really enjoys it - we even use it in a treat ball to keep her entertained.

Leader Puppy Large Breed Dog Food

'Top Quality'

Having recently adopted a rescued German Shepherd puppy, she has improved immensely on this Leader food. Her coat is shiny and healthy, and she is really filling out well on it.

Leader Adult Supreme Dog Food

'My dog loves it'

It's great for my dog's digestive system and tasty, dish is always left empty.

Leader Senior Medium Breed Dog Food

'Excellent Product'

Our two spaniels are on this, and it has had a fantastic effect on them. Their coats are shining, and their weight is so much better and easy to maintain. They enjoy it and we couldn't be without this product now.

Leader Adult Sensitive Salmon Dog Food

'Great Quality'

We were having a really difficult time getting our collie to eat. Tried all brands and flavours of kibble. Leader Sensitive Salmon is a massive hit with him!

Leader Adult Slimline Medium Breed Dog Food

'Keeps my oldie slim!'

It keeps my Collie fit, healthy, and at the perfect weight.

Leader Train Me treats in Salmon flavour

'Puppy loves them'

New puppy adores these!
Definitely buying again



Maisie

Leader Adult Sensitive Large Breed

Excellent Great Quality Product

This is a great product. My dog loves this and having a sensitive tummy, has been so much healthier and happier since we started him on this.

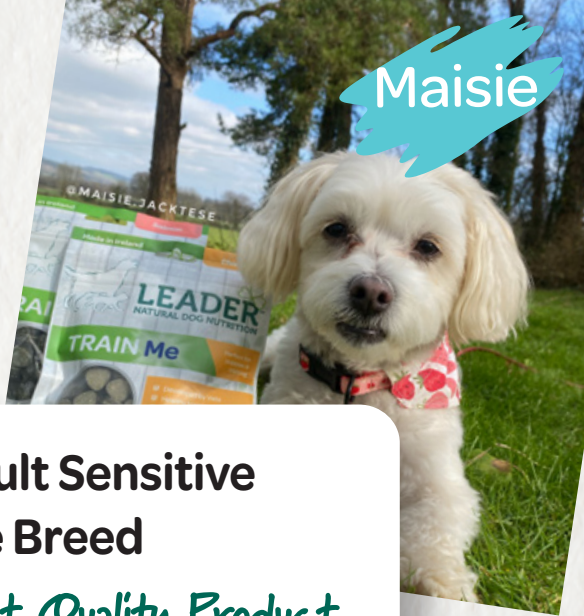


Sam

Leader Nutri Vigor Hip and Joint Care

'Healthy treats'

Our dog loves these treats and best of all it is helping her joints



Special
Spence &
Family



Leader Oral Pro dental stick

'Her Favourite'

Our dog loves these treats and best of all it is helping her joints

Connolly's
RED MILLS
SINCE 1908



LEADERTM

NATURAL DOG NUTRITION

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