

NOW FRESH RECOMMENDED RECIPE TRANSITION

HOW TO TRANSITION

HOW TO TRANSITION YOUR PET'S FOOD



DAY 10 + FOREVER

100% New Food

If your pet experiences digestive upset during this time, slow down the process to let their digestive tract adjust to the new food.

All Now Fresh and Go! Solutions recipes are:



Free from corn, wheat & soy

Free from by-product meals



Complete and balanced



Packed with functional ingredients

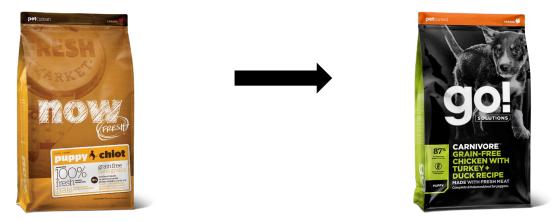
DOG RECIPES



NOW FRESH PUPPY RECIPE TO GO! SOLUTIONS CARNIVORE CTD PUPPY RECIPE SWITCH GUIDE



Turkey, Salmon + Duck Recipe for Puppies



First 5 ingredients	Fresh boneless turkey (28%), peas, potatoes, pea fibre, whole dried chicken egg (7%),	Chicken 58% (chicken ground and cooked, de- boned chicken, chicken fat, natural chicken flavour), turkey 10% (turkey ground and cooked, de-boned turkey), salmon ground and cooked, potatoes, peas
Total protein percentage	29.3%	36.6%
Kcals per kilo	3,755	4,131
Grain inclusive	No	No
Contains by-product meals	No	No

Carnivore Chicken, Turkey +

Duck Puppy Recipe*

NOW FRESH ADULT RECIPE TO GO! SOLUTIONS RECIPES SWITCH GUIDE



NOW FRESH SENIOR RECIPE TO GO! SOLUTIONS RECIPES SWITCH GUIDE



Turkey, Salmon + Duck Recipe for Senior Dogs Sensitivities LID Turkey Recipe (all life stages)





Sensitivities LID Salmon Recipe (all life stages)



Sensitivities LID Duck Recipe (all life stages)



Carnivore Salmon with Cod Recipe (all life stages)

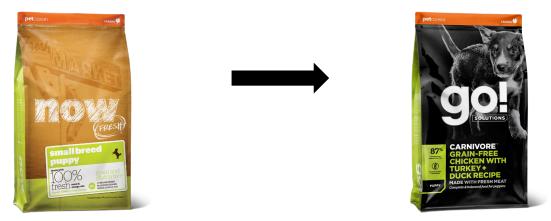


First 5 ingredients	Fresh boneless turkey (26%), peas, potatoes, potato flour, whole dried chicken egg (7%),	Turkey 30% (de-boned turkey, turkey ground and cooked), tapioca, lentils, peas, chickpeas	Salmon 30% (de-boned salmon, salmon ground and cooked), tapioca, peas, lentils, chickpeas	Duck 30% (de-boned duck, duck ground and cooked), peas, lentils, tapioca, pea flour	Salmon 32% (de-boned salmon, salmon ground and cooked, salmon oil), de-boned cod 15%, lentils, peas, chickpeas
Total protein percentage	24.8%	27.8%	23.5%	25.5%	34.6%
Kcals per kilo	3,406	4,099	4,033	3,927	4,185
Grain inclusive	No	No	No	No	No
Contains by- product meals	No	No	No	No	No

NOW FRESH SMALL BREED PUPPY RECIPE TO GO! SOLUTIONS CARNIVORE CTD PUPPY RECIPE SWITCH GUIDE



Turkey, Salmon + Duck Recipe for Small Breed Puppies



First 5 ingredients	Fresh boneless turkey (27%), peas, potatoes, whole dried chicken egg (9%), pea flour	Chicken 58% (chicken ground and cooked, de- boned chicken, chicken fat, natural chicken flavour), turkey 10% (turkey ground and cooked, de-boned turkey), salmon ground and cooked, potatoes, peas
Total protein percentage	28.6%	36.6%
Kcals per kilo	3,743	4,131
Grain inclusive	No	No
Contains by-product meals	No	No

Carnivore Chicken, Turkey +

Duck Puppy Recipe*

NOW FRESH SMALL BREED ADULT RECIPE TO GO! SOLUTIONS RECIPES SWITCH GUIDE

Turkey, Salmon + Duck Recipe Sensitivities LID Turkey Sensitivities LID Salmon for Small Breed Adult Dogs Recipe (all life stages)

Recipe (all life stages)

Sensitivities LID Duck Recipe (all life stages)

Carnivore CTD Adult Recipe

Carnivore Salmon with Cod Recipe (all life stages)

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ients	Fresh boneless turkey (25%), peas, potatoes, whole dried chicken egg (10%), pea flour	Turkey 30% (de-boned turkey, turkey ground and cooked), tapioca, lentils, peas, chickpeas	Salmon 30% (de-boned salmon, salmon ground and cooked), tapioca, peas, lentils, chickpeas	Duck 30% (de-boned duck, duck ground and cooked), peas, lentils, tapioca, pea flour	Chicken 54% (chicken ground and cooked, de- boned chicken, chicken fat, natural chicken flavour), turkey 10% (turkey ground and cooked, de-boned	Salmon 32% (de-boned salmon, salmon ground and cooked, salmon oi de-boned cod 15%, lent peas, chickpeas

First 5 ingredients	Fresh boneless turkey (25%), peas, potatoes, whole dried chicken egg (10%), pea flour	Turkey 30% (de-boned turkey, turkey ground and cooked), tapioca, lentils, peas, chickpeas	Salmon 30% (de-boned salmon, salmon ground and cooked), tapioca, peas, lentils, chickpeas	Duck 30% (de-boned duck, duck ground and cooked), peas, lentils, tapioca, pea flour	Chicken 54% (chicken ground and cooked, de- boned chicken, chicken fat, natural chicken flavour), turkey 10% (turkey ground and cooked, de-boned turkey), peas, salmon ground and cooked, potatoes	Salmon 32% (de-boned salmon, salmon ground and cooked, salmon oil), de-boned cod 15%, lentils, peas, chickpeas
Total protein %	27.2%	27.8%	23.5%	25.5%	35.0%	34.6%
Kcals per kilo	3,708	4,099	4,033	3,927	3,993	4,185
Grain inclusive	No	No	No	No	No	No
Contains by- product meals	No	No	No	No	No	No



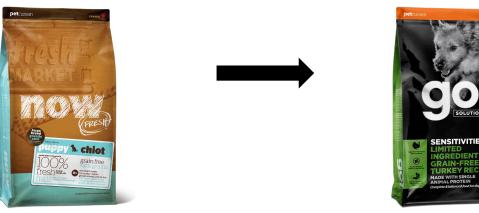
NOW FRESH LARGE BREED PUPPY RECIPE TO GO! SOLUTIONS SENSITIVITIES LID TURKEY RECIPE SWITCH GUIDE



Sensitivities LID Turkey Recipe

(all life stages)

Turkey, Salmon + Duck Recipe for Large Breed Puppies



First 5 ingredients	Fresh boneless turkey (27%), whole dried chicken egg (12%), peas, potatoes, pea fibre	Turkey 30% (de-boned turkey, turkey ground and cooked), tapioca, lentils, peas, chickpeas
Total protein percentage	28.9%	27.8%
Kcals per kilo	3,670	4,099
Grain inclusive	No	No
Contains by-product meals	No	No

NOW FRESH LARGE BREED ADULT RECIPE TO GO! SOLUTIONS RECIPES SWITCH GUIDE



OTHER GO! SOLUTIONS RECIPES FOR DOGS



Sensitivities LID Lamb Recipe



Skin + Coat Chicken Recipe



Skin + Coat Lamb Recipe



Skin + Coat Salmon Recipe



First 5 ingredients	Lamb 48% (de-boned lamb, lamb ground and cooked), peas, tapioca, lentils, pea flour	Chicken 60% (de-boned chicken, chicken ground and cooked, chicken fat, natural chicken flavour), whole brown rice, white rice, oatmeal, dried chicory root	Lamb 30% (lamb ground and cooked, de-boned lamb, natural lamb flavour), oatmeal, whole brown rice, white rice, canola oil	Salmon 32% (salmon ground and cooked, de-boned salmon), oatmeal, potatoes, whole oats, canola oil
Total protein percentage	24.5%	25.3%	23.6%	23.5%
Kcals per kilo	4,019	3,915	4,230	3,559
Grain inclusive	No	Yes	Yes	Yes
Contains by-product meals	No	No	No	No





NOW FRESH KITTEN RECIPE TO GO! SOLUTIONS RECIPES SWITCH GUIDE



Carnivore Chicken, Turkey + Duck Recipe (all life stages)



First 5 ingredients	Fresh boneless turkey (30%), peas, potatoes, whole dried chicken egg (10%), pea flour	Duck 30% (de-boned duck, duck ground and cooked), peas, whole dried chicken egg, lentils, pea flour	Chicken 29% (chicken ground and cooked, de-boned chicken, chicken fat), turkey 11% (de-boned turkey, turkey ground and cooked), duck 11% (duck ground and cooked, de-boned duck), natural flavour
Total protein percentage	32.8%	33.9%	44.4%
Kcals per kilo	3,854	4,147	4,273
Grain inclusive	No	No	No
Contains by-product meals	No	No	No

NOW FRESH RECIPE FOR ADULT CATS TO GO! SOLUTIONS **RECIPES SWITCH GUIDE**



Turkey, Salmon + Duck Recipe Sensitivities LID Duck Recipe for Adult Cats

(all life stages)

Carnivore Chicken, Turkey + Duck Recipe (all life stages)



First 5 ingredients	Fresh boneless turkey (27%), peas, potatoes, whole dried chicken egg (10%), pea flour	Duck 30% (de-boned duck, duck ground and cooked), peas, whole dried chicken egg, lentils, pea flour	Chicken 29% (chicken ground and cooked, de-boned chicken, chicken fat), turkey 11% (de-boned turkey, turkey ground and cooked), duck 11% (duck ground and cooked, de-boned duck), natural flavour
Total protein percentage	31.0%	33.9%	44.4%
Kcals per kilo	3,819	4,147	4,273
Grain inclusive	No	No	No
Contains by-product meals	No	No	No

NOW FRESH RECIPE FOR SENIOR CATS TO GO! SOLUTIONS RECIPES SWITCH GUIDE



Turkey, Salmon + Duck Recipe for Senior Cats



Sensitivities LID Duck Recipe (all life stages)



Carnivore Chicken, Turkey + Duck Recipe (all life stages)



First 5 ingredients	Fresh boneless turkey (24%), peas, potatoes, pea flour, whole dried chicken egg (7%)	Duck 30% (de-boned duck, duck ground and cooked), peas, whole dried chicken egg, lentils, pea flour	Chicken 29% (chicken ground and cooked, de-boned chicken, chicken fat), turkey 11% (de-boned turkey, turkey ground and cooked), duck 11% (duck ground and cooked, de-boned duck), natural flavour
Total protein percentage	30.0%	33.9%	44.4%
Kcals per kilo	3,578	4,147	4,273
Grain inclusive	No	No	No
Contains by-product meals	No	No	No

OTHER GO! SOLUTIONS RECIPE FOR CATS

Skin + Coat Care Chicken Recipe



First 5 ingredients	Chicken 74% (chicken ground and cooked, de-boned chicken, chicken fat, natural chicken flavour), whole brown rice, white rice, oatmeal, potatoes
Total protein percentage	32.1%
Kcals per kilo	4,551
Grain inclusive	Yes
Contains by-product meals	No