



VETALOGICA  
BIOLOGICALLY  
APPROPRIATE

*We love pets*

*Australian*

**BIOLOGICALLY  
APPROPRIATE  
FOOD FOR DOGS**



**AUSTRALIAN  
MADE AND OWNED**

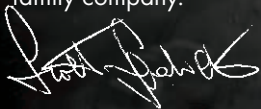
CRAFTED BY PHARMACISTS IN OUR OWN SYDNEY  
KITCHENS WITH AUSTRALIAN INGREDIENTS

# Our story

Vetalogica is a family-owned, Australian company created by two pharmacist brothers who needed a soothing pet food blend for their dog Murphy, who suffered from skin issues. After years of research, we successfully developed a scientific formulation with natural ingredients.

Over a decade later, Vetalogica has become an award-winning, worldwide leader in biologically appropriate dog nutrition. Vetalogica is fully committed to sourcing Australian regional ingredients and carefully crafting biologically appropriate dog foods in our own Sydney, Australian kitchens.

Vetalogica is proudly Australian Made and Owned and remains a 100% independent, family company.



**Scott Shahidi** B.Pharm. M.P.S  
Founder/Pharmacist/Head Craftsman



Raymond Shahidi and Scott Shahidi  
(Founders/Pharmacists/Brothers)



# Never outsourced



**CRAFTED IN OUR OWN SYDNEY  
KITCHENS BY PHARMACISTS**

Unfortunately, many dog food brands are simply marketing companies that outsource the production of food to outside companies.

Vetalogica Biologically Appropriate Dog Foods are carefully crafted in our own Sydney, Australian kitchens under strict Australian Standards. Every step of the crafting process is handled in our own kitchens and never outsourced to ensure the highest quality standards are met.

Our delicately cooked small batch recipes are crafted daily for freshness using only the finest regional ingredients and contain NO grain, glutes, corn, wheat, soy, artificial colours, artificial flavours, artificial preservatives or GMO's.



Tahir – committed to crafting quality dog foods in our Sydney Kitchens



**APPROVED MEMBER**

Vetalogica mirrors the quality and high protein diets pets are evolved to eat.



## AUSTRALIAN INGREDIENTS

We support and trust Australian farmers to supply quality regional ingredients.



# We care about Australian farmers

At Vetalogica, we believe supporting local Australian farmers is just as important as crafting quality dog foods. Being Australian made and owned and a family company ourselves, we proudly feature regional ingredients from Australia's fertile farms.

Whether it's our tender pork from regional SA, our pasture-raised lamb from VIC or our delicious mackerel fished from the pristine-waters of NSW, Vetalogica is dedicated to sourcing quality Australian ingredients and including these in our biologically appropriate dog foods.

**AUSTRALIA'S FERTILE FARMS PROVIDE SOME OF THE FINEST INGREDIENTS IN THE WORLD**



# Our Meat Journey™

We source our Australian meats from ethical farmers who share our core value that all animals should be raised with kindness and respect. This results in happier and healthier farm animals, as well as high-quality meat inclusions in our natural, biologically appropriate dog foods. Sourcing local nutrient-rich Australian meats also helps support local farmers and benefits the environment.

**VETALOGICA BIOLOGICALLY  
APPROPRIATE HUNTER VALLEY  
HARVEST ADULT DOG FOOD**



**VETALOGICA BIOLOGICALLY  
APPROPRIATE FISHERMAN'S FEAST  
ADULT DOG FOOD**



**VETALOGICA BIOLOGICALLY  
APPROPRIATE RIVERLAND RED  
ADULT DOG FOOD**



## BIOLOGICALLY APPROPRIATE DOG FOODS



BIOLOGICALLY  
APPROPRIATE FOOD  
HIGH PROTEIN LOW CARBS



NATURAL DOG FOOD  
+ VITAMINS & MINERALS

Our Australian biologically appropriate dog foods mirror the high-protein diet, quality and variety of meats dogs are evolved to eat offering complete nutrition the way mother-nature intended.

The modern dog evolved from the wolf and the anatomies of modern dogs and their ancestors are almost identical, meaning they need high meat diets. Dogs crave quality meats and that's what we crafted in our biologically appropriate dog foods.



Gray Wolf (*Canis Lupus*), ancestor of the domestic dog  
(*Canis Lupus Familiaris*)



# Biologically appropriate standards

## OUR STANDARDS OF EXCELLENCE WHEN CRAFTING BIOLOGICALLY APPROPRIATE DOG FOODS

- 1. HIGH-PROTEIN DIET**  
65% protein-rich meats and animal ingredients and free from potato and pea fibre protein concentrates. Balanced with minimal carbohydrate inclusion of less than 35% including low GI regional fruits, vegetables and superfoods such as sweet potato, lentils and chickpeas.
- 2. AUSTRALIAN MEATS**  
We source 100% of our gently prepared, protein-rich Australian meat meals from local Australian suppliers and farmers.
- 3. MEAT VARIETY**  
A variety of 4–6 different meat sources in our formulations. The way mother nature intended.
- 4. FULL PREY PORTIONS™**  
Balancing quality meats with important animal oils to mirror what dogs would hunt for in the wild.
- 5. NATURAL INGREDIENTS**  
Nature offers the nutritional requirements modern dogs need. Our formulations mirror this natural philosophy and contain essential vitamins and minerals with no grain, potato, tapioca, artificial colours, flavours, preservatives, glutens, soy or GMOs.

# 1. High-protein diet

## PURE AUSTRALIAN MEAT MEALS

Gently prepared, protein-rich Australian Meat Meals sourced from local Australian farmers and suppliers. Our meat meals are carefully prepared from quality Australian meats to create a source of richly nourishing protein that cannot be supplied from fresh meat alone.

Our natural biologically appropriate dog foods are free from potato, tapioca and pea fibre protein concentrates.

Balanced with minimal carbohydrate inclusion of less than 35% and free from cheap fillers such as grain, corn, wheat or rice. Our low GI regional fruits, vegetables and superfoods include sweet potato, lentils and chickpeas.

**65%**

MEAT & ANIMAL  
INGREDIENTS

**35%**

SUPERFOODS,  
FRUITS & VEGES

**38-40%**

PROTEIN

## LOW-TEMPERATURE PREPARATION

Our Australian Meat Meals are gently simmered at low temperatures to ensure all the nutrients are 'locked-in', offering a highly nutritious biologically appropriate dog food.





## 2. Australian meats

### AUSTRALIAN MEATS FROM LOCAL FARMERS

100% of our gently-prepared meat and animal ingredients are from local Australian farmers and suppliers.

We work tirelessly in partnership with Australian farmers who share our vision for quality ingredients and high-protein meats. We trust our Australian suppliers to provide the very best ingredients and we are proud to support and work alongside our local Australian farming community every day.

Our Australian Meat Meals are nutrient-dense and a rich source of protein.



Regional NSW, source  
of high-quality chicken  
and duck meat



# 3. Meat variety

In nature, there is a large variety of meats which dogs are anatomically built to eat. Our biologically appropriate dog foods mirror this variety and include between 4–6 different meat and animal ingredients.

Each meat source has its own unique nutritional profile and when combined together, a synergistic and nutritionally complete biologically appropriate dog food results.

For instance, kangaroo, which is a high protein based meat is complimented nicely with a fattier meat such as lamb. A variety of quality, Australian meats is a very important dietary foundation for complete and balanced, biologically appropriate dog foods.

## VETALOGICA BIOLOGICALLY APPROPRIATE HUNTER VALLEY HARVEST ADULT DOG FOOD



## VETALOGICA BIOLOGICALLY APPROPRIATE FISHERMAN'S FEAST ADULT DOG FOOD



## VETALOGICA BIOLOGICALLY APPROPRIATE RIVERLAND RED ADULT DOG FOOD



# 4. Full Prey Portions™

In the wild, dogs would hunt for Full Prey™ since each portion of the prey has a nutritional role and requirement. Vetalogica's biologically appropriate dog foods mirror this natural diet.

We blend together protein-rich Australian meats with healthy animal oils necessary for nourishing diets in modern dogs.

Our Full Prey™ foods provide the majority of nutrients needed however, we also minimally supplement our foods with essential vitamins and minerals which modern dogs need for complete and balanced diets according to the AAFCO Guidelines.

**VETALOGICA BIOLOGICALLY  
APPROPRIATE HUNTER VALLEY  
HARVEST ADULT DOG FOOD**



**VETALOGICA BIOLOGICALLY  
APPROPRIATE FISHERMAN'S FEAST  
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**VETALOGICA BIOLOGICALLY  
APPROPRIATE RIVERLAND RED  
ADULT DOG FOOD**



Gray Wolf (*Canis Lupus*), ancestor of the domestic dog would hunt for Full Prey™ in the wild



# 5. Natural ingredients

Our biologically appropriate dog foods contain no grain, potato, artificial colours, flavours, preservatives, glutes, soy or GMOs. We just use natural ingredients with added vitamins and minerals for complete and balanced dog food.

Vetologica Biologically Appropriate Dog Foods feature low-glycaemic, regional fruits, vegetables and superfoods including sweet potato, lentils and chickpeas. Vetologica crafts small batch dog foods under the watchful eye of registered Australian pharmacists in our own Sydney kitchens.

**0%**

**GMOS, ARTIFICIAL  
COLOURS, FLAVOURS  
OR PRESERVATIVES**



**NATURAL DOG FOOD  
+ VITAMINS & MINERALS**



**GRAIN FREE  
NO GLUTENS OR GMOS**

Vetologica is scientifically formulated with natural ingredients and is proudly Australian Made and Owned and a 100% independent, family-owned company.



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BIOLOGICALLY  
APPROPRIATE

We love pets

*Our foods mirror  
the high-protein  
diet dogs are  
evolved to eat*



## BIOLOGICALLY APPROPRIATE DOG FOODS



### Puppy Food

SIZE: 3KG (6.6LBS), 11KG (24.3LBS)

<b>65%</b>	<b>35%</b>	<b>0%</b>
POULTRY MEAT, FISH AND ANIMAL INGREDIENTS	SUPERFOODS, FRUITS AND VEGETABLES PLUS VITAMINS AND MINERALS	GMOS, ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES

Modern puppies are carnivores and need a diet rich in meats and protein. Vetalogica Biologically Appropriate Puppy Food is a tender balance of ingredients from Australia's fertile farms including our hormone-free chicken and duck which is sourced from the Hunter Valley and Regional NSW.

Calorie Content (calculated): 3600 kcal/kg; 450 kcal/125g cup

#### OUR NUTRITIOUS INGREDIENTS

Chicken Meal, Duck Meal, Tuna Meal, Mackerel Meal, Sweet Potatoes, Chickpeas, Green Lentils, Red Lentils, Chicken Fat (Naturally preserved with Mixed Tocopherols), Ground Flaxseed, Eggs, Coconut Oil, Dried Blueberries, Kale, Dried Spinach, Tomato Pomace, Dried Pumpkin, Kelp, Chicory Root (Prebiotic), Potassium Chloride, Choline Chloride, Sea Salt, Vitamins (Vitamin E Supplement, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Riboflavin (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Thiamine Mononitrate (Vitamin B1), Folic Acid, Biotin, Vitamin A Supplement, Vitamin B12 Supplement, Vitamin D3 Supplement, Minerals (Zinc Sulfate, Ferrous Sulfate, Magnesium Oxide, Copper Sulfate, Manganese Oxide, Iodine, Sodium Selenite, Zinc Propionate), Turmeric Root, Taurine, Yucca Schidigera Extract, Mixed Tocopherols (a Natural preservative), Rosemary Extract.

#### GUARANTEED ANALYSIS

Crude Protein (min) 38.0%, Crude Fat (min) 10.0%, Crude Fibre (max) 3.0%, Moisture (max) 10.0%, Calcium (min) 2.0%, Phosphorus (min) 1.3%, Omega-6 Fatty Acids\* (min) 3.0%, Omega-3 Fatty Acids\* (min) 0.6%

\* Not recognised as an essential nutrient by the AAFCO dog food nutrient profiles.



### Hunter Valley Harvest™ Adult Dog Food

SIZE: 3KG (6.6LBS), 11KG (24.3LBS)

<b>65%</b>	<b>35%</b>	<b>0%</b>
POULTRY MEAT, FISH AND ANIMAL INGREDIENTS	SUPERFOODS, FRUITS AND VEGETABLES PLUS VITAMINS AND MINERALS	GMOS, ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES

Adult dogs need a diet rich in meats and protein in Full Prey Portions™. Vetalogica Biologically Appropriate Hunter Valley Harvest™ Adult Dog Food features quality ingredients from local Australian farmers including our hormone-free chicken and duck which is sourced from the Hunter Valley and Regional NSW.

Calorie Content (calculated): 3500 kcal/kg; 437 kcal/125g cup

#### OUR NUTRITIOUS INGREDIENTS

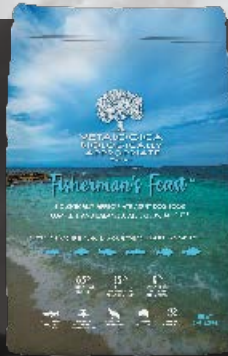
Chicken Meal, Duck Meal, Tuna Meal, Mackerel Meal, Sweet Potatoes, Chickpeas, Green Lentils, Red Lentils, Chicken Fat (Naturally preserved with Mixed Tocopherols), Ground Flaxseed, Eggs, Coconut Oil, Dried Blueberries, Kale, Dried Spinach, Tomato Pomace, Dried Pumpkin, Kelp, Chicory Root (Prebiotic), Potassium Chloride, Choline Chloride, Sea Salt, Vitamins (Vitamin E Supplement, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Riboflavin (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Thiamine Mononitrate (Vitamin B1), Folic Acid, Biotin, Vitamin A Supplement, Vitamin B12 Supplement, Vitamin D3 Supplement, Minerals (Zinc Sulfate, Ferrous Sulfate, Magnesium Oxide, Copper Sulfate, Manganese Oxide, Iodine, Sodium Selenite, Zinc Propionate), Turmeric Root, Taurine, Yucca Schidigera Extract, Mixed Tocopherols (a Natural preservative), Rosemary Extract.

#### GUARANTEED ANALYSIS

Crude Protein (min) 38.0%, Crude Fat (min) 10.0%, Crude Fibre (max) 3.0%, Moisture (max) 10.0%, Calcium (min) 2.0%, Phosphorus (min) 1.3%, Omega-6 Fatty Acids\* (min) 3.0%, Omega-3 Fatty Acids\* (min) 0.6%

\* Not recognised as an essential nutrient by the AAFCO dog food nutrient profiles.

## BIOLOGICALLY APPROPRIATE DOG FOODS



### Fisherman's Feast™ Adult Dog Food

SIZE: 3KG (6.6LBS), 11KG (24.3LBS)

**65%**

FISH AND ANIMAL  
INGREDIENTS

**35%**

SUPERFOODS, FRUITS  
AND VEGETABLES PLUS  
VITAMINS AND MINERALS

**0%**

GMOS, ARTIFICIAL  
COLOURS, FLAVOURS  
OR PRESERVATIVES

Nature offers the nutritional requirements modern dogs need. Our formulations mirror this natural philosophy. Vetalogica Biologically Appropriate Fisherman's Feast™ Adult Dog Food is a succulent blend of Australia's finest seafood including our nutritious mackerel and tuna, sourced from our trusted fishermen in NSW.

Calorie Content (calculated): 3500 kcal/kg; 437 kcal/125g cup

#### OUR NUTRITIOUS INGREDIENTS

Mackerel Meal, Tuna Meal, Fish Meal (Salmon Meal, Flathead Meal, Snapper Meal, Barramundi Meal), Sweet Potatoes, Chickpeas, Green Lentils, Red Lentils, Chicken Fat (Naturally preserved with Mixed Tocopherols), Ground Flaxseed, Coconut Oil, Dried Blueberries, Eggs, Kale, Dried Spinach, Tomato Pomace, Dried Pumpkin, Kelp, Chicory Root (Prebiotic), Potassium Chloride, Choline Chloride, Sea Salt, Vitamins (Vitamin E Supplement, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Riboflavin (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Thiamine Mononitrate (Vitamin B1), Folic Acid, Biotin, Vitamin A Supplement, Vitamin B12 Supplement, Vitamin D3 Supplement, Minerals (Zinc Sulfate, Ferrous Sulfate, Magnesium Oxide, Copper Sulfate, Manganese Oxide, Iodine, Sodium Selenite, Zinc Propionate), Turmeric Root, Taurine, Yucca Schidigera Extract, Mixed Tocopherols (a Natural preservative), Rosemary Extract.

#### GUARANTEED ANALYSIS

Crude Protein (min) 40.0%, Crude Fat (min) 10.0%, Crude Fibre (max) 3.0%, Moisture (max) 10.0%, Calcium (min) 2.0%, Phosphorus (min) 1.3%, Omega-6 Fatty Acids\* (min) 3.0%, Omega-3 Fatty Acids\* (min) 0.6%

\* Not recognised as an essential nutrient by the AAFCO dog food nutrient profiles.



### Riverland Red™ Adult Dog Food

SIZE: 3KG (6.6LBS), 11KG (24.3LBS)

**65%**

RED MEAT, FISH AND  
ANIMAL INGREDIENTS

**35%**

SUPERFOODS, FRUITS  
AND VEGETABLES PLUS  
VITAMINS AND MINERALS

**0%**

GMOS, ARTIFICIAL  
COLOURS, FLAVOURS  
OR PRESERVATIVES

Evolved from wolves, the modern dog needs a high-protein, low carbohydrate diet. Vetalogica Biologically Appropriate Riverland Red™ Adult Dog Food is a delicious and nutritious recipe featuring regional ingredients from Australia's fertile farms including our wild kangaroo which is sourced from surrounding areas of Riverland and Regional SA.

Calorie Content (calculated): 3500 kcal/kg; 437 kcal/125g cup

#### OUR NUTRITIOUS INGREDIENTS

Kangaroo Meal, Lamb Meal, Goat Meal, Pork Meal, Salmon Meal, Sweet Potatoes, Chickpeas, Green Lentils, Red Lentils, Chicken Fat (Naturally preserved with Mixed Tocopherols), Ground Flaxseed, Coconut Oil, Dried Blueberries, Kale, Dried Spinach, Eggs, Tomato Pomace, Dried Pumpkin, Kelp, Chicory Root (Prebiotic), Potassium Chloride, Choline Chloride, Sea Salt, Vitamins (Vitamin E Supplement, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Riboflavin (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Thiamine Mononitrate (Vitamin B1), Folic Acid, Biotin, Vitamin A Supplement, Vitamin B12 Supplement, Vitamin D3 Supplement, Minerals (Zinc Sulfate, Ferrous Sulfate, Magnesium Oxide, Copper Sulfate, Manganese Oxide, Iodine, Sodium Selenite, Zinc Propionate), Turmeric Root, Taurine, Yucca Schidigera Extract, Mixed Tocopherols (a Natural preservative), Rosemary Extract.

#### GUARANTEED ANALYSIS

Crude Protein (min) 34.0%, Crude Fat (min) 11.0%, Crude Fibre (max) 3.0%, Moisture (max) 10.0%, Calcium (min) 2.0%, Phosphorus (min) 1.3%, Omega-6 Fatty Acids\* (min) 3.0%, Omega-3 Fatty Acids\* (min) 0.6%

\* Not recognised as an essential nutrient by the AAFCO dog food nutrient profiles.



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