



VETALOGICA
BIOLOGICALLY
APPROPRIATE

We love pets

Australian

**BIOLOGICALLY
APPROPRIATE
FOOD FOR CATS**



**AUSTRALIAN
MADE AND OWNED**

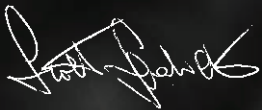
**CRAFTED BY PHARMACISTS IN OUR OWN SYDNEY
KITCHENS WITH AUSTRALIAN INGREDIENTS**

Our story

Vetalogica is a family-owned, Australian company created by two pharmacist brothers. 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 cat nutrition. Vetalogica is fully committed to sourcing Australian regional ingredients and carefully crafting biologically appropriate cat 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 cat food brands are simply marketing companies that outsource the production of food to outside companies.

Vetalogica Biologically Appropriate Cat 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 cat 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 cat 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 cat 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 cat foods. Sourcing local nutrient-rich Australian meats also helps support local farmers and benefits the environment.

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



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



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



BIOLOGICALLY APPROPRIATE CAT FOODS



BIOLOGICALLY
APPROPRIATE FOOD
HIGH PROTEIN LOW CARBS



NATURAL CAT FOOD
+ VITAMINS & MINERALS

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

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



Near Eastern Wildcat (*Felis Silvestris Lybica*), relative of the domestic cat (*Felis Silvestris Catus*)

Biologically appropriate standards

OUR STANDARDS OF EXCELLENCE WHEN CRAFTING BIOLOGICALLY APPROPRIATE CAT 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 cats would hunt for in the wild.
- 5. NATURAL INGREDIENTS**
Nature offers the nutritional requirements modern cats 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 cat 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 cat 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 cats are anatomically built to eat. Our biologically appropriate cat 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 cat 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 cat foods.

VETALOGICA BIOLOGICALLY APPROPRIATE HUNTER VALLEY HARVEST ADULT CAT FOOD



VETALOGICA BIOLOGICALLY APPROPRIATE FISHERMAN'S FEAST ADULT CAT FOOD



VETALOGICA BIOLOGICALLY APPROPRIATE RIVERLAND RED ADULT CAT FOOD



4. Full Prey Portions™

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

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

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

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Near Eastern Wildcat (*Felis Silvestris Lybica*), relative of the domestic cat (*Felis Silvestris Catus*), would hunt for Full Prey™ in the wild



5. Natural ingredients

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

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

0%

GMOS, ARTIFICIAL
COLOURS, FLAVOURS
OR PRESERVATIVES



NATURAL CAT 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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*Our foods mirror
the high-protein
diet cats are
evolved to eat*



BIOLOGICALLY APPROPRIATE CAT FOODS



Kitten Food

SIZE: 3KG (6.6 LBS)

65%

POULTRY MEAT, FISH AND ANIMAL INGREDIENTS

35%

SUPERFOODS, FRUITS AND VEGETABLES PLUS VITAMINS AND MINERALS

0%

GMOS, ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES

Modern kittens are carnivores and need a diet rich in meats and protein. Vetalogica Biologically Appropriate Kitten 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): 3750 kcal/kg; 469 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, Kale, Dried Blueberries, Dried Spinach, Tomato Pomace, Dried Pumpkin, Chicory Root (Prebiotic), Kelp, 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, Menadione (Vitamin K3), Minerals (Zinc Sulfate, Ferrous Sulfate, Magnesium Oxide, Copper Sulfate, Manganese Oxide, Iodine, Sodium Selenite, Zinc Propionate), Turmeric Root, DL-Methionine, 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 cat food nutrient profiles.



Hunter Valley Harvest™ Adult Cat Food

SIZE: 3KG (6.6 LBS)

65%

POULTRY MEAT, FISH AND ANIMAL INGREDIENTS

35%

SUPERFOODS, FRUITS AND VEGETABLES PLUS VITAMINS AND MINERALS

0%

GMOS, ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES

Adult cats need a diet rich in meats and protein in Full Prey Portions™. Vetalogica Biologically Appropriate Hunter Valley Harvest™ Adult Cat 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): 3700 kcal/kg; 462 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, Kale, Dried Blueberries, Dried Spinach, Tomato Pomace, Dried Pumpkin, Chicory Root (Prebiotic), Kelp, 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, Menadione (Vitamin K3), Minerals (Zinc Sulfate, Ferrous Sulfate, Magnesium Oxide, Copper Sulfate, Manganese Oxide, Iodine, Sodium Selenite, Zinc Propionate), Turmeric Root, DL-Methionine, 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 cat food nutrient profiles.

BIOLOGICALLY APPROPRIATE CAT FOODS



Fisherman's Feast™ Adult Cat Food

SIZE: 3KG (6.6 LBS)

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 cats need. Our formulations mirror this natural philosophy. Vetalogica Biologically Appropriate Fisherman's Feast™ Adult Cat 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): 3700 kcal/kg; 462 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, Kale, Dried Blueberries, Dried Spinach, Tomato Pomace, Dried Pumpkin, Chicory Root (Prebiotic), Eggs, Kelp, 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, Menadione (Vitamin K3), Minerals (Zinc Sulfate, Ferrus Sulfate, Magnesium Oxide, Copper Sulfate, Manganese Oxide, Iodine, Sodium Selenite, Zinc Propionate), Turmeric Root, DL-Methionine, 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 cat food nutrient profiles.



Riverland Red™ Adult Cat Food

SIZE: 3KG (6.6 LBS)

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 wildcats, the modern cat needs a high-protein, low carbohydrate diet. Vetalogica Biologically Appropriate Riverland Red™ Adult Cat 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): 3700 kcal/kg; 462 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, Kale, Dried Blueberries, Dried Spinach, Tomato Pomace, Eggs, Dried Pumpkin, Chicory Root (Prebiotic), Kelp, 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, Menadione (Vitamin K3), Minerals (Zinc Sulfate, Ferrus Sulfate, Magnesium Oxide, Copper Sulfate, Manganese Oxide, Iodine, Sodium Selenite, Zinc Propionate), Turmeric Root, DL-Methionine, 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 cat food nutrient profiles.



*“Thank you for supporting
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PET FOOD
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