

MADE IN GERMANY • SUPER PREMIUM PET FOOD • MADE IN GERMANY • SUPER PREMIUM PET FOOD •



Josera

MINI DAILY SPECIAL NATURE

FIND IT. LIKE IT. FEED IT. 

JOSERA – A TASTE OF FRIENDSHIP!

JOSERA is a family-owned company from the Odenwald region in Germany, and has been a premium pet food specialist for 75 years.

Our utmost priority is the health of our animals. We are your specialists for first-rate quality and sustainable practices. Furthermore, we are strongly aware of our responsibility towards people, animals and the environment on a daily basis.



Both the raw ingredients we use as well as the finished products are carefully and rigorously tested. Food chemists, biologists and lab assistants work closely together in our accredited in-house laboratory to ensure excellent product quality at all times.

I ♥
JOSERA



Our very own rail link to the local rail saves us up to 3,200 lorry trips every year. This enables us to lighten the load on both roads and the environment.



Our actions consistently demonstrate our commitment to the world around us, as well as to future generations: we manufacture our products in an environmentally-friendly way using "green" electricity from renewable sources. Even our high-bay warehouse in Kleinheubach relies on sustainable raw materials: the fully automated system is built from wood rather than steel. We also place great value on sustainability when it comes to product packaging - by putting our products on the market in environmentally-friendly paper and recyclable polyethylene packaging.



ONLY THE BEST FOR OUR WELL-LOVED PETS

We use exclusively high-quality and natural ingredients for our dog food! We avoid the use of genetically modified ingredients, and we never add any wheat, soy, artificial colours, flavours or preservatives. The meat in our products is derived exclusively from animals fit for human consumption.

Each ingredient is carefully analysed in our laboratory before use. Our finished products are also regularly subjected to the most stringent quality controls so that we can guarantee first-class product quality for every animal.

AS A RULE WE AVOID

- animal testing in developing our petfood
- sugar & dairy products
- artificial flavours

WE ALSO AVOID

- wheat & soy
- artificial colours and preservatives
- genetically modified ingredients



PREMIUM MEAT

From animals fit for human consumption.



GOLDEN-YELLOW POULTRY FAT

Supplies all the necessary fatty acids for healthy skin and a shiny coat.



POTATOES, PEAS & GRAINS

Supply energy and roughage without an overly full feeling.



SELECTED SALMON

From European aquaculture production. Protects wild fish stocks and provides valuable protein and fatty acids.



BOTANICAL ACTIVE INGREDIENTS

Support the dog's intestinal flora and immune system.



LIVER

Is rich in vitamins and tastes naturally good to dogs.



NEW ZEALAND GREEN-LIPPED MUSSELS (PERNA CANALICULUS)

The dried meat is a valuable addition that rounds out recipes for large, heavy, old or growing dogs.



THE PERFECT FOOD FOR EVERY DOG



MINI

LITTLE CONNOISSEURS,
BIG APPETITE! →



JUNIOR
P. 14



ADULT
P. 15



ADULT
P. 16



SENIOR
P. 17

← EVERY DAY WITH YOU IS
WONDERFUL!

DAILY



JUNIOR
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ADULT
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ADULT
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ADULT
P. 23



ADULT
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ADULT
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SENIOR
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WE FOLLOW THE PATH
THAT YOU CHOOSE!

SPECIAL



PUPPY
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JUNIOR
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ADULT
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ADULT
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ADULT
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ADULT
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I ♥
DOGS

NATURE



JUNIOR
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BACK TO
BASICS!

FOOD FINDER FOR SPECIAL REQUIREMENTS



		MINI				DAILY						
		Mini Junior (P. 14)	Mini-well (P. 15)	Mini Deluxe (P. 16)	Mini Vita (P. 17)	Kids (P. 20)	Optiness (P. 21)	Large Breed (P. 22)	Lamb & Rice (P. 23)	Festival (P. 24)	Poultry-Menu (P. 25)	Balance (P. 26)
	Protein/fat	29/18	27/16	25/17	25/14	25/12	22/12	26/14	21/11	26/16	25/13	20/8
The recipe isgrainfree			●	●							
	...wheat-free	●	●	●	●	●	●	●	●	●	●	●
	...soy-free	●	●	●	●	●	●	●	●	●	●	●
	...maize-free	●		●	●		●					
	...gluten-free	●	●	●	●	●		●	●	●	●	●
	...poultry-free			●	●				●			
	...lamb-free	●	●		●	●		●		●	●	●
	...fish-free		●	●		●	●		●		●	●
	...beef-free	●	●	●	●	●	●	●	●	●	●	●
	...yeast-free						●				●	●
	...without artificial colours, flavours or preservatives	●	●	●	●	●	●	●	●	●	●	●
	...without BHT/BHA/Ethoxyquin	●	●	●	●	●	●	●	●	●	●	●
	Low in fat ≤ 11 %								●			●
	High in fat ≥ 18 %	●										
	Low in protein ≤ 22 %						●		●			●
	High in protein ≥ 26 %	●	●					●		●		
	Extra large kibble							●				
	Extra small kibble	●	●	●	●							
	Breeding product	●				●						



		SPECIAL						NATURE				
		Family Plus (P. 30)	Sensi Junior (P. 31)	Sensi Adult (P. 32)	SensiPlus (P. 33)	Light & Vital (P. 34)	High Energy (P. 35)	YoungStar (P. 38)	Active Nature (P. 39)	Salmon & Potato (P. 40)	Duck & Potato (P. 41)	Nature Energetic (P. 42)
	Protein/fat	30/22	30/17	25/19	24/12	29/7,5	30/21	25/13	28/16	22/14	24/14	25/17
The recipe isgrainfree							●		●	●	●
	...wheat-free	●	●	●	●	●	●	●	●	●	●	●
	...soy-free	●	●	●	●	●	●	●	●	●	●	●
	...maize-free		●	●		●		●	●	●	●	●
	...gluten-free	●	●	●	●		●	●	●	●	●	●
	...poultry-free									●		
	...lamb-free	●	●	●	●	●	●	●		●	●	●
	...fish-free				●	●		●	●		●	●
	...beef-free	●	●	●	●	●		●	●	●	●	●
	...yeast-free	●			●		●			●		
	...without artificial colours, flavours or preservatives	●	●	●	●	●	●	●	●	●	●	●
	...without BHT/BHA/Ethoxyquin	●	●	●	●	●	●	●	●	●	●	●
	Low in fat ≤ 11 %					●						
	High in fat ≥ 18 %	●		●			●					
	Low in protein ≤ 22 %									●		
	High in protein ≥ 26 %	●	●			●	●		●			
	Extra large kibble											
	Extra small kibble	●										
	Breeding product		●					●				
	Pregnant/nursing bitch, puppies	●					●					

OUR SPECIAL PRODUCT FEATURES

Our products are as unique as your pet! In addition to the optimum health and nutrition of your pet, we also attach great value to a high level of tolerance and compatibility. Whether large or small kibble, grainfree or digestion-regulating, our special product features distinguish every single product. So you are sure to find the perfect food for every requirement.



Soakable kibble

The kibble size is especially small and can be soaked with water for a better transition to solid food. (P. 30)



Big kibble size

The kibble size was developed specifically for large breeds. The special size supports active chewing, thereby preventing excessively fast swallowing. (P. 22)



Small kibble size

The small kibble size helps small dogs chew the food better. (P. 14, 15)



Grainfree

This recipe does not contain any grain and is suitable as a daily grainfree food for healthy and sensitive dogs. (P. 16, 17, 38, 40, 41, 42)



Skin & coat

A shiny coat and a healthy skin are signs that your dog is receiving the ideal food. This is assured by the presence of fatty acids, vitamins and organically bound copper and zinc. (P. 15, 23, 24, 25, 32, 33, 39, 41)



Skeletal development

A well-balanced calcium phosphorus ratio, vitamin C, as well as manganese and copper, which are easy to absorb, support a strong bone structure and healthy joints. (P. 20, 21, 22, 24, 31, 34, 35, 38)



Weight control

Thanks to an especially fat-reduced formula and the presence of L-carnitine, this constitutes the ideal food for less active and/or elderly dogs. (P. 26, 34)



A healthy heart

L-carnitine and taurine support cardiovascular functions. (P. 20, 21, 26, 34, 35)



Herbs & fruits

Selected herbs and healthy fruits complete this formula and offer the dog a tasty variety. (P. 16, 39, 40)



Delicious gravy

This crunchy kibble is coated with a tasty gravy powder - a unique pleasure for picky dogs since this food can be eaten semi-moist or dry. (P. 24)



Easy to digest

The super premium quality and the gentle processing of the selected raw materials ensure a high digestibility and make it suitable for dogs with a sensitive digestive track. (P. 33, 42)



Performance

Valuable antioxidants can help prevent the influence of free radicals generated due to physical activity. L-carnitine encourages the metabolism of fat, thus making energy more easily accessible for the body. (P. 32, 35, 39, 42)



Anti-aging

Valuable antioxidants like vitamin E, vitamin C and taurine help prevent cell-aging, and a measured mineral content helps organs function properly. (P. 17)



Moderate energy content

This formula has a mid-range fat content and is particularly suitable for normally active dogs. (P. 20, 21, 22, 23, 25, 33, 38, 41)



Optimal development

Valuable fatty acids from salmon support brain development. L-Carnitine and high quality proteins promote strong, lean muscles. Taurine and L-carnitine are important nutrients for the heart. (P. 14, 30, 31)



Price-performance

High-quality ingredients combined with a well-balanced formula, give the dog everything he needs for a healthy life at a fair price. (P. 25)



Tartar prophylaxis

Reduced risk of tartar formation by binding calcium in the saliva. (P. 14, 15, 16, 17)



Protein-reduced

This formula has a reduced amount of protein and can therefore lighten the burden for the dog's metabolism and for its vital organs. (P. 23, 26, 40)



Reproduction

Optimised for bitches during gestation and lactation due to the presence of L-carnitine and a higher energy content. Valuable nutrients support the puppies' development, whether in the mother's womb or via her milk. (P. 30)



Digestion control

Special dietary fibres and highly digestible ingredients regulate digestion and reduce the amount of feces. (P. 31, 32)



LITTLE CONNOISSEURS, BIG APPETITE!

MINI

COURAGEOUS
LUXURIOUS CUDDLY
CONNOISSEUR
PICKY BRIGHT
PAMPERED PLAYFUL
COMICAL

I sometimes wonder how so much energy and joy can fit into such a small body.

Nothing is impossible for you. No matter where we go, even if everything around you is so much bigger, you take it all as a challenge and master every situation successfully.

Everyday you show me how to enjoy and love life. I know you can be finicky and demanding sometimes but that is alright since only the best will ever be good enough for you!





MINIJUNIOR 29/18

Ideal for raising small breeds

GLUTEN-FREE RECIPE

WITH DUCK & SALMON

For our young explorers, who want to experience great things and have big plans: Our special growth formula for small breeds containing the best nutrients to support healthy development. Accompanies puppies into adulthood without needing to switch their food and prevents the formation of tartar right from the outset.

- From 3 weeks onwards
- Small and delicious kibble made with fine duck and tender salmon
- Valuable fatty acids for healthy skin and a shiny coat
- Highly digestible recipe to reduce the amount of feces
- Also suitable for fully-grown mini breeds



**Tartar
prophylaxis**



**Optimal
development**



**Small
kibble size**

Complete feed for growing dogs.

Composition: duck protein (dried) 23.0 %; rice; potato (dried); poultry fat; potato protein; beet fibre; salmon meal 4.0 %; hydrolysed poultry protein; carob meal; minerals (sodium tri-polyphosphate 0.35 %); animal protein, hydrolysed; yeast; herbs, fruits; chicory root (ground, natural source of inulin); New Zealand greenlip mussel meat (*Perna canaliculus*), dried.



Packaging sizes: **1.5 kg, 4 kg, 15 kg**


adult* 24 h	Age in months				
	1-2	3-4	5-6	7-8	> 8 / Adult
2 kg	25-45 g	40-55 g	50-65 g	55-60 g	35-50 g
4 kg	35-75 g	70-90 g	85-105 g	90-100 g	60-85 g
6 kg	35-90 g	85-110 g	100-125 g	115-120 g	65-90 g
8 kg	40-110 g	105-135 g	130-170 g	155-160 g	70-110 g
10 kg	50-120 g	110-140 g	135-175 g	140-165 g	85-130 g

The recommended amounts are based on the weight of the adult dog. During growth a moderate growth rate based on the correct energy supply is ideal. If your dog is too big and too heavy, it is recommended to reduce the feed intake. An adequate supply of nutrients is assured even in smaller portions.



Packaging sizes: **1.5 kg, 4 kg, 15 kg**



 / 24 h	less active / senior	normal activity	active
2 kg	35 g	45 g	50 g
4 kg	60 g	75 g	85 g
6 kg	65 g	80 g	95 g
8 kg	70 g	95 g	115 g
10 kg	85 g	110 g	135 g

Recommended amounts are per day.



MINIWELL 27/16

Small kibble size for
true gourmets

GLUTEN-FREE RECIPE

The special adult dog food for little whirlwinds who don't need to hide behind the big dogs! The small kibble size offers maximum enjoyment combined with the best ingredients for great skin and a beautiful glossy coat.

- With extra flavour for the smaller connoisseur
- Reduces the risk of tartar formation
- With valuable fatty acids and biotin for healthy skin and a shiny coat



Tartar
prophylaxis



Skin &
coat



Small
kibble size

Complete feed for adult dogs.

Composition: poultry protein (dried); whole grain corn; rice; poultry fat; beet fibre; poultry protein (hydrolysed); minerals (sodium tri-polyphosphate 0.35 %); yeast; chicory root, ground (natural source of inulin).



MINIDELUXE 25/17

Small kibble size with lamb for true gourmets

GLUTEN-FREE RECIPE

GRAINFREE

With no grains but full of vegetables, herbs and fruits along with a large portion of lamb, this dogfood offers our little scoundrels a meal with no regrets, full of taste yet easy to digest.

- Lamb instead of poultry
- Reduces the risk of tartar formation
- Ideal as grainfree nutrition for small dogs
- With herbs and fruits: (carob, chicory root, raspberries, peppermint, parsley, chamomile, rose hips, liquorice root, aronia, fenugreek seeds, blueberries, marigold, fennel)
- With delicious sweet potatoes



**Tartar
prophylaxis**



Grainfree




**Herbs &
fruits**

Complete feed for adult dogs.

Composition: lamb protein (dried) 25.0 %; potato (dried); sweet potato; poultry fat; potato protein; beet fibre; carob meal; yeast (partially hydrolysed); minerals (sodium tri-polyphosphate 0.35 %); animal protein, hydrolysed; apple fibre; herbs, fruits; chicory root (ground, natural source of inulin).




Packaging sizes: **1.5 kg, 4 kg, 15 kg**

 / 24 h	less active / senior	normal activity	active
2 kg	35 g	45 g	50 g
4 kg	60 g	75 g	85 g
6 kg	65 g	80 g	95 g
8 kg	70 g	95 g	110 g
10 kg	85 g	115 g	140 g

Recommended amounts are per day.



Packaging sizes: **1.5 kg, 4 kg**

 / 24 h	less active / senior	normal activity	active
2 kg	35 g	45 g	50 g
4 kg	60 g	80 g	90 g
6 kg	70 g	85 g	100 g
8 kg	75 g	100 g	115 g
10 kg	90 g	120 g	145 g

Recommended amounts are per day.

SENIOR

MINIVITA 25/14

With delicious salmon for vital living
from 8 years onwards

GLUTEN-FREE RECIPE

GRAINFREE

Enjoying life in the senior years too: this meal is specially tailored to the needs of those of our dear little rascals who have reached a certain age, containing herbs, fruits and the finest ingredients.

- Ideal as grainfree nutrition for small dogs from 8 years onwards
- Measured mineral content to protect the inner organs
- Reduces the risk of tartar formation
- With high-grade fatty acids from salmon for healthy skin and shiny fur
- With herbs and fruits: (carob, chicory root, raspberries, peppermint, parsley, chamomile, rose hips, liquorice root, aronia, fenugreek seeds, blueberries, marigold, fennel)



**Tartar
prophylaxis**



Grainfree



Anti-aging

Complete feed for adult dogs.

Composition: salmon meal 22.0 %; potato (dried); sweet potato; poultry fat; potato protein; beet fibre; pea flour; carob meal; fish protein (hydrolysed); minerals (sodium tri-polyphosphate 0.35 %); sodium tri-polyphosphate; animal protein, hydrolysed; apple fibre; yeast; herbs, fruits; chicory root (ground, natural source of inulin).



EVERYDAY WITH YOU IS
WONDERFUL!

DAILY

IN THE GARDEN
STRAIGHTFORWARD
PLAYMATE FRIENDSHIP
WELLBEING FAMILY
LOYAL
DOWN-TO-EARTH

Every morning as I get up and my daily routine starts, you show me how happy you are to see me again. You remind me that I always have a friend by my side and help me forget about all the daily struggles to come.

Our cuddles, playtime in the garden and your endless love are the best gifts I could receive each day. Even when days are tough, you never doubt our friendship and cheerfully wait for me in the morning. You show me that every day can be a good day as long as we are together.





KIDS 25/12

Rearing of middle and large-sized breeds

GLUTEN-FREE RECIPE

For our young heroes who want to reach for the stars: A special growth formula for medium and large breeds. This low-energy recipe with a tailored protein and fat content supports a moderate growth rate, powerful bone development and healthy joints.

- From 8 weeks onwards
- Suitable for heavily-built dogs
- Supports cardiovascular functions and skeletal development
- Can be fed all the way through to adulthood



**Skeletal
development**



**Moderate
energy content**




**A healthy
heart**

Complete feed for growing dogs.

Composition: poultry protein (dried); whole grain corn; rice; beet fibre; poultry fat; poultry protein (hydrolysed); minerals; yeast; chicory root, ground (natural source of inulin); New Zealand greenlip mussel meat (*Perna canaliculus*), dried.




Packaging sizes: **15 kg, 4 kg, 15 kg**

 adult* 24 h	Age in months					
	2	3	4	5-6	7-12	13-20
10 kg	90-120 g	140-160 g	170-180 g	165-190 g	—	—
20 kg	140-170 g	240-295 g	310-375 g	320-390 g	300-360 g	—
30 kg	190-230 g	290-350 g	370-450 g	410-480 g	400-450 g	—
40 kg	255-310 g	400-440 g	410-530 g	490-560 g	480-540 g	—
60 kg	290-355 g	490-560 g	580-720 g	700-850 g	800-900 g	750-840 g
80 kg	390-475 g	550-650 g	690-800 g	850-960 g	930-1000 g	850-900 g

*The recommended amounts are based on the weight of the adult dog. During growth a moderate growth rate based on the correct energy supply is ideal. If your dog is too big and too heavy, it is recommended to reduce the feed intake. An adequate supply of nutrients is assured even in smaller portions.



Packaging sizes: **4 kg, 15 kg**

 / 24 h	less active / senior	normal activity	active
10 kg	80 g	110 g	145 g
20 kg	140 g	190 g	240 g
30 kg	190 g	260 g	330 g
40 kg	235 g	320 g	405 g
60 kg	320 g	435 g	550 g
80 kg	395 g	540 g	685 g

Recommended amounts are per day.

ADULT

OPTINESS 22/12

**Protein reduced formula
without corn**

WITH LAMB

A special everyday recipe that provides our picky four-legged friends with everything they need. Fine lamb and high-quality carbohydrates (no corn) ensure a high degree of tolerance. The reduced protein content also eases strain on the organs.

- Larger kibble size for medium-sized to large dogs
- Reduced protein to ease strain on the organs
- L-carnitine and taurine support cardiovascular functions
- Valuable fatty acids and biotin promote healthy skin and a shiny coat
- No corn added



**Skeletal
development**



**Moderate
energy content**



**A healthy
heart**

Complete feed for adult dogs.

Composition: poultry protein (dried); rice; barley; potato starch 10.0 %; beet fibre; poultry fat; lamb protein (dried) 4.5 %; poultry protein (hydrolysed); minerals; chicory root, ground (natural source of inulin); New Zealand greenlipped mussel meat (*Perna canaliculus*), dried.



LARGE BREED 26/14

For large breeds and dogs that tend not to chew properly

GLUTEN-FREE RECIPE

WITH SALMON

A food for our insatiable connoisseurs, specially tailored to their needs! The extra-large kibble size offers plenty of chewing fun and prevents excessive gobbling. With an increased fibre content for greater satiation and a reduced fat content, also suitable for our well-nourished chowhounds.

- Extra-large kibble size for big dogs
- Helps to reduce gorging
- With increased fibre content for greater satiation and a moderate fat content
- With salmon for tasty indulgence



Big kibble size



Moderate energy content




Skeletal development

Complete feed for adult dogs.

Composition: poultry protein (dried) 29.0 %; rice; whole grain corn; poultry fat; salmon (dried) 4.0 %; plant fibre; beet fibre; poultry protein (hydrolysed); minerals; yeast; chicory root (ground, natural source of inulin); New Zealand greenlipped mussel meat (*Perna canaliculus*), dried.




Packaging size: 15 kg

 / 24 h	less active / senior	normal activity	active
10 kg	80 g	110 g	135 g
20 kg	135 g	180 g	230 g
30 kg	180 g	250 g	310 g
40 kg	220 g	305 g	385 g
60 kg	300 g	415 g	525 g
80 kg	375 g	515 g	650 g

Recommended amounts are per day.



Packaging sizes: **1.5 kg, 4 kg, 15 kg**

 / 24 h	less active/serio	normal activity	active
5 kg	50 g	65 g	70 g
10 kg	95 g	125 g	150 g
20 kg	155 g	205 g	265 g
30 kg	205 g	280 g	350 g
40 kg	260 g	345 g	440 g
60 kg	345 g	470 g	600 g
80 kg	430 g	585 g	750 g

Recommended amounts are per day.



LAMB & RICE 21/11

Alternative for poultry meat

GLUTEN-FREE RECIPE

For our dear companions who want to take it slowly from time to time. Tasty lamb as an alternative to poultry. A light food for dogs with a normal or low energy requirement.

- With 25 % dried lamb as the only source of animal protein (corresponds to about 85 g of fresh meat per 100 g of dry food)
- Delicious and very wholesome
- Reduced-protein formula
- Valuable ingredients support a healthy and glossy coat



Skin & coat



Moderate energy content



Protein-reduced

Complete feed for adult dogs.

Composition: rice 53.0 %; lambprotein (dried) 25.0 %; beet fibre; poultry fat; yeast (partially hydrolysed); carob meal; minerals.



FESTIVAL 26/16

With a delicious sauce for
picky dogs

GLUTEN-FREE RECIPE

WITH SALMON

A unique menu for our discerning connoisseurs: This food can be fed dry or moist. Just add water to the gravy powder to transform this crunchy kibble into a special taste sensation! This variety is sure to win over even the fussiest pet. Salmon adds a tasty finishing touch to the exclusive recipe.

- With tasty gravy powder for added flavour
- Valuable fatty acids promote a healthy appearance and a shiny coat
- Supplies active and sporting dogs with plenty of energy
- Supports bone formation and joints



**Delicious
gravy**



**Skin &
coat**




**Skeletal
development**

Complete feed for adult dogs.

Composition: poultry protein (dried); whole grain corn; rice; poultry fat; beet fibre; salmon (dried) 6.0 %; potato starch; poultry protein (hydrolysed); minerals; poultry liver (dried); yeast; hemoglobin powder; chicory root, ground (natural source of inulin); New Zealand greenlipped mussel meat (Perna canaliculus), dried.



Packaging sizes: **1.5 kg, 4 kg, 15 kg**


 / 24 h	less active / senior	normal activity	active
5 kg	45 g	60 g	75 g
10 kg	80 g	110 g	135 g
20 kg	135 g	180 g	230 g
30 kg	180 g	250 g	315 g
40 kg	225 g	310 g	390 g
60 kg	305 g	420 g	530 g
80 kg	380 g	520 g	655 g

Recommended amounts are per day.





Packaging sizes: **4 kg, 15 kg**

 / 24 h	less active/senior	normal activity	active
5 kg	66 g	75 g	95 g
10 kg	90 g	120 g	150 g
20 kg	145 g	200 g	250 g
30 kg	200 g	270 g	350 g
40 kg	245 g	330 g	415 g
60 kg	355 g	460 g	565 g
80 kg	410 g	555 g	700 g

Recommended amounts are per day.

ADULT

POULTRY-MENU 25/13

With a lot of poultry for every day

GLUTEN-FREE RECIPE

Because we know exactly what we want: Crisp kibble with selected ingredients and plenty of poultry at an unbeatable price. Providing our little explorers with everything they need, day after day.

- Offering a unique price/performance ratio
- For all normally active, fully-grown dogs
- Valuable fatty acids support healthy skin and a shiny coat



Price-performance



Moderate energy content



Skin & coat

Complete feed for adult dogs.

Composition: whole grain corn; poultry protein (dried) 29.5%; rice; poultry fat; beet fibre; poultry protein (hydrolysed); minerals.



BALANCE 20/8

**Fat- and protein-reduced,
moderate level of minerals**

GLUTEN-FREE RECIPE

For our seniors: A special food designed to boost vitality, even in old age. The reduced protein and fat content helps to ease strain on the metabolism. The balanced and extremely well-tolerated formula containing valuable antioxidants helps to counteract cell-aging. It is therefore highly suitable for older dogs.

- For older and less active dogs with a lower energy requirement
- Low-fat recipe to prevent obesity
- The low fat content and L-carnitine encourage an optimal ratio of fatty tissue and muscle mass
- Together with taurine, L-carnitine also supports cardiovascular functions



**Weight
control**



**Protein-
reduced**



**A healthy
heart**

Complete feed for adult dogs with lower calorie requirements.

Composition: whole grain corn; poultry protein (dried); rice; beet fibre; poultry protein (hydrolysed); poultry fat; minerals; chicory root, ground (natural source of inulin); New Zealand greenlipped mussel meat (*Perna canaliculus*), dried.



Packaging sizes: **1.5 kg, 4 kg, 15 kg**

 / 24 h	less active / senior	normal activity	active
5 kg	50 g	66 g	70 g
10 kg	90 g	120 g	150 g
20 kg	150 g	200 g	255 g
30 kg	200 g	270 g	345 g
40 kg	250 g	335 g	425 g
60 kg	335 g	455 g	580 g
80 kg	415 g	570 g	725 g

Recommended amounts are per day. Please refer to your dog's normal weight. For less active or dogs that are prone to overweight, the recommended amounts can be reduced by 25 %.



FEEDING PROPERLY

WHERE AND WHEN?

Dry food is practical - long-lasting and easy to store in JOSERA's resealable packaging. Give your dog some time to get used to a new food. Mix old and new food for approx. 3-4 days. By nature, dogs can manage very large portions so one meal per day is entirely possible for them. However, it is rather more pleasant for your dog if you divide their daily portion into two meals. Giving them several smaller portions a day also reduces the risk of stomach torsion. In addition, you should get your dog accustomed to fixed feeding times and rituals so that their digestive system can prepare itself for the upcoming meal. A stress-free environment at meal times - with no disruptions or "food jealousy" - as well as quiet time after feeding also helps to reduce the risk of stomach torsion. Always supply your dog with enough fresh water in a clean bowl. However, please ensure that they do not drink excessively straight after eating.

CAUTION: OBESITY

Many dogs are overweight. This puts them at a much higher risk of weight-related complaints such as cardiovascular or joint problems, among other things. The cause is quite simply a disproportion between energy absorption and consumption. Feeding tables help you to identify the right amount of food, but these are only guidelines - there are numerous factors that can affect the amount of food required. For this reason, always feed your dog according to its constitution and, when in doubt, the food recommendations on the package. Measuring cups are a good guideline, but weighing is much

more precise particularly for smaller portion sizes. If your dog maintains its weight, you'll know that your chosen daily portion is exactly right! Please be rest assured that your dog will receive all the necessary nutrients in a sufficient quantity even if the portion sizes are smaller than advised on the packaging, provided that he maintains the same weight. For overweight dogs or for dogs that tend towards obesity, we recommend **JOSERA Light & Vital**.

THE "HARMLESS" SNACK

A dog does not necessarily always need a tasty titbit, even if he looks up at you with big pleading eyes. Neither do leftovers from the table belong in your dog's bowl, as these are often not nutritionally balanced. If you prefer to give your pet a little treat, however, it is advisable to incorporate the amount into his daily portion. As a rule dogs don't put on weight from food, but from snacking in between meals. In this respect, dogs are no different to humans! Social interaction through stroking, playing or shared adventures are much more valuable for a dog's relationship with his owner, as well as for his health.





SPECIAL

**WE FOLLOW THE PATH
THAT YOU CHOOSE!**



**ACTIVE
HYPOALLERGENIC
CARING SENSITIVE
SPORTY PERFORMANCE
DISCERNING
COMPATIBLE
BREED**



Don't we all need someone to care for us and know what we need just by looking at us?

Whatever time brings and whatever happens, I will give you the support you need. Only the best is good enough when it comes to you and your needs.

When I see you lying content in your basket, I am grateful to know that I did my part to help you feel so happy.





FAMILY PLUS 30/22

Special nutrition for bitches
and puppies

GLUTEN-FREE RECIPE

WITH SALMON

Tasty food for our mothers-to-be and puppies: This special formula not only covers a bitch's special requirements, from the last trimester of gestation until the end of the nursing period; it also supplies puppies, whether still in the womb or being nursed, with all the necessary nutrients. Later, the nutritious kibble can be softened in **JOSERA puppy milk** or water to help the puppies transition to solid food.

- Contains plenty of energy and protein for pregnant and nursing bitches
- With taurine for fertility and valuable antioxidants to support the highly metabolic reproductive organs
- Supports puppies' brain development thanks to high-quality fatty acids from salmon
- Soakable kibble to wean puppies onto dry food



Reproduction



Optimal
development




Soakable
kibble


Complete feed for bitches and puppies.

Composition: poultry protein (dried); rice; whole grain corn; poultry fat; salmon (dried) 6.0 %; beet fibre; poultry protein (hydrolysed); plant fibre; minerals; chicory root (ground, natural source of inulin).



Packaging sizes: **4 kg, 15 kg**

 adult* 24 h	Puppy / Age in weeks		
	3-4	5-8	> 8
5 kg	20-35 g	35-55 g	MiniJunior, SensJunior, Kids or YoungStar
10 kg	40-75 g	75-130 g	
20 kg	55-110 g	110-215 g	
30 kg	75-190 g	190-280 g	
40 kg	95-240 g	240-390 g	
60 kg	110-260 g	280-515 g	
80 kg	140-320 g	320-465 g	

 24 h**	Bitch/ 6th-9th gestation week
5 kg	120-130 g
10 kg	215-235 g
20 kg	390-410 g
30 kg	550-580 g
40 kg	690-710 g
60 kg	980-1045 g
80 kg	1165-1305 g


****Lactating bitch:** If required, food can be made available in unlimited quantities (ad libitum). The bitch's nutritional needs are determined by the number of puppies and milk yield. **Pregnant bitch:** Please note that the feeding requirements in the last third of the pregnancy depend on the breed size and the number of puppies. In view of possible birth difficulties and disorders during lactation, overfeeding of the bitch should, however, be avoided at all cost.

*Recommended amounts are per day. The recommended amounts are based on the weight of the adult dog.



**ORIGINAL
SIZE**

Packaging sizes: **1.5 kg, 4 kg, 15 kg**

 adult* 24 h	Age in months						
	1	2	3	4	5-6	7-12	13-20
10kg	35-75 g	80-110 g	130-150 g	155-166 g	150-175 g	–	–
20kg	55-115 g	130-155 g	220-270 g	285-350 g	295-360 g	275-335 g	–
30kg	75-190 g	175-210 g	270-325 g	345-415 g	380-440 g	370-415 g	–
40kg	95-250 g	235-285 g	370-410 g	380-490 g	455-520 g	445-500 g	–
60kg	110-260 g	270-330 g	455-520 g	535-670 g	650-790 g	740-835 g	695-780 g
80kg	145-325 g	360-440 g	510-605 g	640-745 g	790-890 g	865-930 g	790-835 g

Recommended amounts are per day. The recommended amounts are based on the weight of the **adult** dog. During growth a moderate growth rate based on the correct energy supply is ideal. If your dog is too big and too heavy, it is recommended to reduce the feed intake. An adequate supply of nutrients is assured even in smaller portions.



SENSIJUNIOR 30/17

Highly digestible formula for rearing active breeds



WITH DUCK & SALMON

GLUTEN-FREE RECIPE

A digestion-regulating growth formula for sensitive athletes, providing optimum support for healthy development. This highly digestible recipe containing tasty duck and premium salmon is excellent for sensitive young dogs, and also reduces the amount of feces.

- From 3 weeks onwards
- Special fibre complex helps regulate digestion
- Accompanies growing dogs all the way into adulthood
- For medium to large sporting breeds
- Valuable fatty acids support brain development and trainability
- L-carnitine, high-quality protein and taurine also support cardiovascular functions and skeletal development



Digestion control



Optimal development



Skeletal development

Complete feed for growing dogs.

Composition: rice; poultry protein (dried); poultry fat; duck protein (dried) 10.0 %; potato protein; salmon (dried) 4.0 %; poultry protein (hydrolysed); beet fibre; carb meal; plant fibre; minerals; yeast; chicory root (ground, natural source of inulin); psyllium husks; New Zealand greenlipped mussel meat (*Perna canaliculus*), dried.



SENSIADULT 25/19

Highly digestible food
for active dogs

GLUTEN-FREE RECIPE

WITH DUCK & SALMON

High-quality food for our sensitive athletes. This digestion-regulating yet meaty recipe ensures sufficient energy for increased activity and sport. The highly digestible ingredients also reduce the amount of feces.

- Digestion-regulating fibre complex for active and/or sensitive dogs
- Valuable antioxidants support active metabolic tissue and promote vitality
- With L-carnitine and taurine to support cardiovascular functions
- A great follow-on food to **JOSERA SensiJunior** thanks to its tailored recipe



**Digestion
control**



Performance



**Skin &
coat**

Complete feed for adult dogs.


Composition: rice; poultry protein (dried) (poultry 11.0 %, duck 10.0 %); poultry fat; potato protein; salmon (dried) 4.0 %; poultry protein (hydrolysed); beet fibre; plant fibre; carob meal; minerals; yeast; chicory root (ground, natural source of inulin); psyllium husks; New Zealand greenlipped mussel meat (Perna canaliculus), dried.



www.dlqq.com/josera



Packaging sizes: **1.5 kg, 4 kg, 15 kg**


 / 24 h	less active / senior	normal activity	active
5 kg	45 g	65 g	80 g
10 kg	75 g	100 g	130 g
20 kg	125 g	175 g	220 g
30 kg	175 g	235 g	295 g
40 kg	215 g	295 g	375 g
60 kg	290 g	400 g	505 g
80 kg	365 g	495 g	630 g

Recommended amounts are per day.



Packaging size: **1.5 kg, 4 kg, 15 kg**



 / 24 h	less active / senior	normal activity	active
5 kg	55 g	65 g	85 g
10 kg	85 g	115 g	145 g
20 kg	140 g	195 g	245 g
30 kg	190 g	260 g	330 g
40 kg	240 g	325 g	410 g
60 kg	350 g	455 g	560 g
80 kg	400 g	545 g	690 g

Recommended amounts are per day.



GLUTEN-FREE RECIPE

SENSIPLUS 24/12

Balanced diet for
sensitive dogs



WITH DUCK

For our loyal companions with special requirements: The extremely well-tolerated light food with selected ingredients. Easily digestible ingredients also relieve strain on a sensitive digestive system and offer a well-tolerated diet. A wholesome delight with tasty duck and rice.

- Suitable for sensitive dogs
- Highly digestible and processed with special care
- With lots of biotin for healthy skin and a shiny coat
- A very high level of acceptance, therefore also suitable for finicky dogs



Easy to
digest



Skin &
coat



Moderate
energy content

Complete feed for adult dogs.

Composition: poultry protein (dried) (poultry 12.8 %, duck 15.0 %); whole grain corn; rice; beet fibre; poultry fat; poultry protein (hydrolysed); minerals; chicory root (ground, natural source of inulin).



LIGHT & VITAL 29/7,5

Special formula for weight reduction and weight control

For couch wolves that need to watch their figure. The reduced fat content and increased fibre content make for fewer calories, though the dog still feels full and satisfied. L-carnitine and taurine encourage good cardiac function and increase the dog's vitality.

- For overweight dogs or for dogs that tend towards obesity
- Special diet fibres make the dog feel full and satisfied
- The high protein content stimulates the dog's metabolism
- L-carnitine encourages proper fat metabolism



**Weight
control**



**Skeletal
development**




**A healthy
heart**

Complete diet feed for adult dogs to help reduce obesity.

Composition: poultry protein (dried); pea flour; wholegrain barley; plant fibre; beet fibre; poultry fat; yeast (partially hydrolysed); poultry protein (hydrolysed); carob meal; minerals; New Zealand greenlipped mussel meat (*Perna canaliculus*), dried.



Packaging size: **1.5 kg, 4 kg, 15 kg**


 / 24 h	less active / senior	normal activity	active
5 kg	55 g	70 g	75 g
10 kg	100 g	130 g	165 g
20 kg	165 g	220 g	280 g
30 kg	220 g	295 g	375 g
40 kg	275 g	365 g	465 g
60 kg	365 g	495 g	635 g
80 kg	455 g	620 g	790 g

The amounts recommended are based on the dog's ideal weight. If the dog is overweight, you can feed up to 30% less.

**ORIGINAL
SIZE**

Packaging size: **15 kg**



 / 24 h	less active / senior	normal activity	active
10 kg	75 g	100 g	130 g
20 kg	125 g	170 g	215 g
30 kg	170 g	230 g	290 g
40 kg	210 g	290 g	365 g
60 kg	285 g	390 g	490 g
80 kg	355 g	480 g	610 g

Recommended amounts are per day. ***Lactating bitch:** If required, food can be made available in unlimited quantities (ad libitum). The bitch's nutritional needs are determined by the number of puppies and milk yield. **Pregnant bitch:** Please note that the feeding requirements in the last third of the pregnancy depend on the breed size and the number of puppies. In view of possible birth difficulties and disorders during lactation, overfeeding of the bitch should, however, be avoided at all cost.

 24 h*	6th-9th gestation week
20 kg	395-415 g
30 kg	550-590 g
40 kg	700-720 g
60 kg	995-1060 g
80 kg	1180-1330 g

ADULT

HIGH ENERGY 30/21

Performance-focused nutrition for sport and breeding dogs

WITH SALMON

GLUTEN-FREE RECIPE

A high-performance food for our unstoppable high-fliers! This meaty recipe ensures the highest level of energy supply. It actively supports the metabolism - whether for training, competition or work.

- With delicious salmon
- Specially tailored for fully-grown sporting, breeding and working dogs
- Also suitable for nursing and pregnant bitches if a larger kibble size is necessary
- With L-carnitine and taurine to support cardiovascular functions
- Valuable anti-oxidants support active metabolic tissue



Performance



**Skeletal
development**



**A healthy
heart**

Complete feed for adult dogs.

Composition: poultry protein (dried); whole grain corn; rice; greaves; poultry fat; beet fibre; salmon (dried) 4.0 %; poultry protein (hydrolysed); minerals; chicory root (ground, natural source of inulin); New Zealand greenlipped mussel meat (*Perna canaliculus*), dried.



NATURE

**BACK TO
BASICS!**

**HOLISTIC
GRAINFREE
WILDERNESS** *COMPREHENSIVE*
ADVENTURE **OUTDOOR**
FREEDOM *HERBS*
ORIGINAL

When we are outside, you raise your nose into the wind and point towards our next adventure.

I so often overlook the details and forget to see the beauty that there is in nature. With you I can see so much more and I am very grateful that you show me how to appreciate this privilege more. Out here is where your origin lies, and it will always remain your second home.

With you I get to see beyond all the unnecessary things. You show me what this world has to offer and how to focus on what truly matters.





YOUNGSTAR 25/13

Formula with poultry and potato
for rearing dogs

GRAINFREE

A natural growth formula for our young adventurers, the perfect companion into adulthood with particularly nutritious ingredients. Grainfree and with wholesome poultry meat.

- For young dogs over the age of 8 weeks
- Easily digestible with no grains
- Specially tailored for growth with the right calcium phosphorus ratio
- Moderate energy and protein content
- Can be fed all the way into adulthood



Grainfree



**Skeletal
development**



**Moderate
energy content**

Complete feed for growing dogs.


Composition: potato (dried) 44,0 %; poultry protein (dried) 28,0 %; poultry fat; plant fibre; carob meal; poultry protein (hydrolysed); potato protein; yeast; vegetable protein (hydrolysed); minerals; chicory root (ground, natural source of inulin); New Zealand greenlipped mussel meat (*Perna canaliculus*), dried.



www.dlqq.com/josera




Packaging sizes: **1.5 kg, 4 kg, 15 kg**

 adult* 24 h	Age in months						
	1	2	3	4	5-6	7-12	13-20
10 kg	35-70 g	90-120 g	135-155 g	165-175 g	160-185 g	—	—
20 kg	50-110 g	135-165 g	235-290 g	305-370 g	315-380 g	295-355 g	—
30 kg	70-180 g	185-225 g	285-345 g	365-440 g	400-470 g	390-440 g	—
40 kg	90-240 g	250-305 g	390-430 g	400-520 g	480-550 g	470-530 g	—
60 kg	105-250 g	285-350 g	480-550 g	570-705 g	685-835 g	785-880 g	735-825 g
80 kg	140-310 g	380-465 g	540-635 g	675-785 g	835-940 g	910-980 g	835-880 g

*Recommended amounts are per day. The recommended amounts are based on the weight of the adult dog. During growth a moderate growth rate based on the correct energy supply is ideal. If your dog is too big and too heavy, it is recommended to reduce the feed intake. An adequate supply of nutrients is assured even in smaller portions.



Packaging sizes: **4 kg, 15 kg**

 / 24 h	less active / senior	normal activity	active
5 kg	45 g	60 g	75 g
10 kg	80 g	110 g	135 g
20 kg	135 g	180 g	230 g
30 kg	180 g	250 g	315 g
40 kg	225 g	310 g	390 g
60 kg	305 g	420 g	530 g
80 kg	380 g	520 g	655 g

Recommended amounts are per day.



GLUTEN-FREE RECIPE

ACTIVE NATURE 28/16

A lot of meat for active dogs

WITH LAMB

A high-quality food with a finely tailored recipe consisting of the best natural ingredients, supplying our freedom-loving powerhouses with all the energy they need. With an extra portion of tasty poultry and premium lamb.

- Valuable fatty acids for healthy skin and a shiny coat
- Vitamin E & C as well as L-carnitine to support active dogs
- With herbs and fruit (carob, chicory root, raspberries, peppermint, parsley, camomile, rose hip, liquorice, chokeberry, fenugreek seeds, blueberries, marigold and fennel)



Herbs & fruits



Performance



Skin & coat

Complete feed for adult dogs.

Composition: poultry protein (dried) 28.0 %; rice; poultry fat; potato starch; lamb protein (dried) 9.0 %; beet fibre; pea starch; poultry protein (hydrolysed); apple fibre; minerals; yeast; herbs; fruits; chicory root, ground (natural source of inulin); carob meal; New Zealand greenlipped mussel meat (Perna canaliculus), dried.

ADULT

SALMON & POTATO 22/14

GRAINFREE

A grainfree pleasure for our chowhounds: Salmon and potato, with herbs and fruits. Due to the low protein and energy content and the moderate mineral content, it is also highly suitable for older dogs.

- With 19% dried salmon as the only source of animal protein (corresponds to about 65 g of fresh meat per 100 g of dry food)
- With herbs and fruit (carob, chicory root, raspberries, peppermint, parsley, camomile, rose hip, liquorice, chokeberry, fenugreek seeds, blueberries, marigold and fennel)
- Also suitable for older dogs



Grainfree



Herbs & fruits



Protein-reduced

Complete feed for adult dogs.


Composition: potato (dried) 51.0 %; salmon (dried) 19.0 %; poultry fat; beet fibre; potato protein; carob meal; fish protein (hydrolysed); minerals; chicory root (ground, natural source of inulin); herbs; fruits.



www.dlqqr.com/josera




Packaging sizes: **1.5 kg, 4 kg, 15 kg**

 / 24 h	less active / senior	normal activity	active
5 kg	60 g	80 g	100 g
10 kg	85 g	115 g	140 g
20 kg	140 g	190 g	240 g
30 kg	190 g	260 g	330 g
40 kg	235 g	325 g	410 g
60 kg	320 g	440 g	555 g
80 kg	400 g	545 g	690 g

Recommended amounts are per day.



Packaging sizes: **1.5 kg, 4 kg, 15 kg**

 / 24 h	less active / senior	normal activity	active
5 kg	50 g	70 g	80 g
10 kg	85 g	115 g	140 g
20 kg	140 g	190 g	240 g
30 kg	190 g	260 g	330 g
40 kg	235 g	325 g	410 g
60 kg	320 g	440 g	555 g
80 kg	400 g	545 g	690 g

Recommended amounts are per day.

ADULT

DUCK & POTATO 24/14

GRAINFREE

For our connoisseurs: A natural pleasure with duck (the only source of animal protein) and a grainfree recipe. Valuable fatty acids and biotin also promote healthy skin and a shiny coat.

- With 25 % dried duck
(corresponds to about 85 g of fresh meat per 100 g of dry food)
- With valuable fatty acids and biotin for healthy skin and a shiny coat
- Very good as a follow-on food from **JOSERA YoungStar** thanks to its tailored recipe



Grainfree



Skin & coat



Moderate energy content

Complete feed for adult dogs.

Composition: potato (dried) 43.0 %; duck protein (dried) 25.0 %; poultry fat; beet fibre; potato protein; carob meal; poultry protein (hydrolysed); yeast; vegetable protein (hydrolysed); minerals; chicory root (ground, natural source of inulin).



NATURE ENERGETIC 25/17

GRAINFREE

A grainfree delight with absolutely no potato, but packed with extra energy for active nature lovers.

- With high-quality sweet potato
- Provides athletic dogs with vitamin E as well as with L-carnitine
- With poultry for extra tolerance
- Completely free of potato
- With New Zealand greenlipped mussel meat



Grainfree



Performance



Easy to digest

Complete feed for dogs.


Composition: poultry protein (dried); pea flour; sweet potato; poultry fat; beet fibre; carob meal; hydrolysed poultry protein; minerals; yeast; apple fibre; chicory root (ground, natural source of inulin); New Zealand greenlipped mussel meat (*Perna canaliculus*), dried.

**COMING
SOON!**



**ORIGINAL
SIZE**

Packaging sizes: **15 kg**

 / 24 h	less active / senior	normal activity	active
5 kg	50 g	66 g	70 g
10 kg	90 g	120 g	150 g
20 kg	150 g	200 g	255 g
30 kg	200 g	270 g	345 g
40 kg	250 g	335 g	425 g
60 kg	335 g	455 g	580 g
80 kg	415 g	570 g	725 g

Recommended amounts are per day.



INTOLERANCES

WHEN SOMETHING IS NOT RIGHT

If you have the feeling that your dog is particularly sensitive, it is important to look for the cause in a systematic way: your vet can eliminate the possibility of disease and parasites. If you suspect that your dog's food is responsible for stomach/bowel symptoms or skin changes, reduce the number of protein sources and avoid all treats. Special food with selected protein sources will now help you identify the cause. With **JOSERA MiniDeluxe, Salmon & Potato, Duck & Potato or Lamb & Rice**, you can check whether the problem can be remedied quickly by changing to a food containing fewer protein sources. Symptoms usually ease within 2-3 weeks (in some dogs, only after 4 months). In persistent cases, it is worth following an exclusion diet in consultation with your vet.

SENSITIVE DIGESTION

However, not all digestive problems are due to allergies. For a sensitive stomach, we recommend our light food **JOSERA SensiPlus** or **Miniwell** for small dogs. If your dog has bowel problems, products such as **JOSERA SensiJunior** or **SensiAdult** may eventually improve the situation due to their digestion regulating properties. Essentially, it is advisable to feed dogs with a sensitive digestive system several small portions.

IT ISN'T ALWAYS THE FOOD

Some symptoms may initially resemble a food intolerance. Eating snow in winter can lead to increased vomiting, for example. Licking road salt stuck to paws after a walk may trigger diarrhoea. In autumn, harvest mites may cause severe itching. In winter, the combination of cold weather and dry central heating air may clog your dog's skin, potentially leading to increased formation of dandruff.

LESS IS MORE!

In general, less is usually more for sensitive dogs. Once a food intolerance has been discovered, treats can also be removed from the daily portion.





RAISING HEALTHY YOUNG DOGS

FEEDING IN THEIR NEW HOME

When eight-week-old puppies arrive at their new home, it is best to keep using the food given to them by the breeder. Everything changes for a puppy when it moves to its new home. Stress-related digestive disruptions are common in this difficult situation, and should not be aggravated by switching their food. After about two weeks, you can slowly start switching their food. **JOSERA Kids and YoungStar** offer the advantage of not having to change food until adulthood for puppies over 8 weeks. **JOSERA MiniJunior and SensiJunior** are suitable for puppies over 3 weeks without having to switch food until adulthood.

ZERO-RISK GROWTH

Feeding recommendations provide an approximate guideline for food amounts. Your dog's genes will determine how large he grows to be in adulthood. But his supply of energy will decide how quickly he reaches this size. The aim is for a moderate growth rate in order to support joint and bone development. In order to manage this growth, you can adapt the amount of food accordingly.



If your dog grows too quickly, the food portion must be reduced. Contrary to popular opinion, there is no link between a high protein content and high growth rates.

THE RIGHT TIMING

To start with, give your puppy 3-4 meals per day, which can gradually be reduced to 2 meals per day after about six months. Get your dog accustomed to fixed meal times from the outset, and remove anything he doesn't eat after 20 minutes.

WHAT ABOUT SUPPLEMENTS?

It is not necessary to supplement **JOSERA SensiJunior, Kids, YoungStar or MiniJunior**, as all the nutrients a growing dog needs are present in sufficient amounts and in the correct proportions. The common practice of adding mineral supplements can actually harm your young dog, as can switching him to adult food too early.

THE END OF THE GROWTH PHASE

When your dog is fully grown, you can gradually wean him onto food for adult dogs. Small breeds are fully grown by about 6-8 months, medium breeds by about 12 months, and big breeds by about 20 months.



FAMILY PLUS (30/22)
For pregnant and nursing
bitches as well as puppies
up to eight weeks



**Alternative:
HIGH ENERGY (30/21)**
For pregnant and
nursing bitches who re-
quire a larger kibble size



MINI JUNIOR (29/18)
• Mini dogs up to 10 kg
• Particularly small
kibble size



KIDS (25/12)
• Medium to large dogs
• For heavily-built dogs
• Moderate energy
content (protein/fat)



SENSI JUNIOR (30/17)
• Medium to large dogs
• For sporting breeds
• Suitable for sensitive
dogs, as it regulates
digestion



YOUNG STAR (25/13)
• Medium to large dogs
• Grainfree



FEEDING UNTIL THE END OF THE GROWTH PERIOD

ANALYSIS

INGREDIENTS • VITAMINS • MINERALS

		MINI				DAILY						
		Mini Junior	Miniwell	Mini Deluxe	MiniVita	Kids	Optiness	Large Breed	Lamb & Rice	Festival	Poultry-Menu	Balance
Analytical constituents:												
Protein	%	29	27	25	25	25	22	26	21	26	25	20
Fat content	%	18	16	17	14	12	12	14	11	16	13	8
Crude fibre	%	2	2	2.2	2.6	2.5	3	4.1	2.7	3	2.3	3
Crude ash	%	7.4	7.2	9.1	6.9	6.5	7	6.5	8.4	6.5	6.5	5.8
Calcium	%	1.35	1.5	2	0.9	1.2	1.5	1.5	2	1.4	1.45	0.95
Phosphorus	%	1.10	1.2	1.25	0.8	0.9	1	1.05	1.15	1	1	0.75
Sodium	%	0.40	0.4	0.45	0.4	0.4	0.4	0.5	0.45	0.4	0.45	0.5
Magnesium	%	0.09	0.1	0.09	0.08	0.1	0.1	0.1	0.11	0.1	0.1	0.1
Metabolisable energy*	MJ/kg	16.7	16.2	16.02	15.64	15.3	15.1	15.3	14.7	16	15.6	14.4
Metabolisable energy*	kcal/kg	3990	3872	3828	3739	3668	3604	3647	3526	3819	3728	3457
Nutritional additives per kg:												
Vitamin A	I.U.	18000	18000	18000	18000	18000	17000	17000	18000	17000	13000	18000
Vitamin D3	I.U.	1800	1800	1800	1800	1800	1700	1700	1800	1700	1300	1800
Vitamin E	mg	220	220	200	220	220	200	200	200	200	150	400
Vitamin B1	mg	15	15	15	15	15	15	15	15	15	10	15
Vitamin B2	mg	20	20	20	20	20	20	20	20	20	15	20
Vitamin B6	mg	20	20	20	20	20	20	20	20	20	15	20
Vitamin B12	mcg	100	100	100	100	100	100	100	100	100	70	100
Pantothenic acid	mg	50	50	50	50	50	50	50	50	50	35	50
Niacin	mg	90	90	90	90	90	85	85	90	85	60	90
Folic acid	mg	5	5	5	5	5	5	5	5	5	4	5
L-carnitine	mg	200	—	—	300	250	250	300	—	—	—	300
Taurine	mg	1000	—	1000	1000	1000	1000	—	1000	—	—	1000
Biotin	mcg	1000	1000	950	1000	1000	950	940	800	950	650	1000
Vitamin C	mg	200	—	—	200	200	100	100	—	100	—	200
Iron (ferrous sulfate, monohydrate)	mg	220	250	200	180	200	200	200	180	190	200	200
Zinc (zinc chelate of glycine, hydrate)	mg	160	160	180	160	160	160	160	160	160	160	160
Manganese (manganese-(II)-oxide)	mg	18	20	18	18	16	16	20	16	16	16	16
Copper (cupric chelate of glycine, hydrate)	mg	20	20	20	18	20	20	20	15	20	20	20
Iodine (calcium iodate, anhydrous)	mg	2.2	2.5	2	2	2	2	2	2	2	2	2
Selenium (sodium selenite)	mg	0.3	0.3	0.3	—	0.3	0.3	0.3	0.25	0.3	0.25	0.25

* National Research Council (NRC) 2006

Technological additives: Antioxidants: tocopherol extracts of natural origin.

ANALYSIS

INGREDIENTS • VITAMINS • MINERALS

		SPECIAL						NATURE				
		Family Plus	Sensi Junior	Sensi Adult	Sensi Plus	Light & Vital	High Energy	Young Star	Active Nature	Salmon & Potato	Duck & Potato	Nature Energetic
Analytical constituents:												
Protein	%	30	30	25	24	29	30	25	28	22	24	25
Fat content	%	22	17	19	12	7.5	21	13	16	14	14	17
Crude fibre	%	2.5	2.3	2.4	2.3	7.0	2.2	2.1	2	2.5	2.1	3
Crude ash	%	6.2	6	5.6	7	6.7	6.6	7.2	7.8	5.6	7.9	7.4
Calcium	%	1.35	1.2	1.2	1.45	1.2	1.35	1.4	1.9	0.85	1.35	1.35
Phosphorus	%	0.95	0.9	0.9	1	0.75	0.95	0.9	1.15	0.65	0.9	0.85
Sodium	%	0.3	0.3	0.3	0.4	0.35	0.45	0.4	0.45	0.4	0.4	0.45
Magnesium	%	0.09	0.09	0.09	0.1	0.08	0.1	0.1	0.11	0.09	0.1	—
Metabolisable energy*	MJ/kg	17.4	16.5	16.9	15.3	13.2	17.2	15.6	16.1	15.8	15.6	16
Metabolisable energy**	kcal/kg	4159	3956	4031	3660	3163	4122	3717	3854	3782	3735	3830
Nutritional additives per kg:												
Vitamin A	I.U.	18000	18000	18000	17000	18000	18000	15000	17000	18000	15000	18000
Vitamin D3	I.U.	1800	1800	1800	1700	1800	1800	1500	1700	1800	1500	1800
Vitamin E	mg	220	220	200	200	400	350	190	200	200	190	200
Vitamin B1	mg	15	15	15	15	15	15	10	10	15	10	15
Vitamin B2	mg	20	20	20	20	20	20	15	20	20	15	20
Vitamin B6	mg	20	20	20	20	20	20	15	20	20	15	20
Vitamin B12	mcg	100	100	100	100	100	100	90	100	100	90	100
Pantothenic acid	mg	50	50	50	50	50	50	40	50	50	40	50
Niacin	mg	90	90	90	85	90	90	85	85	90	85	90
Folic acid	mg	5	5	5	5	5	5	4	5	5	4	5
L-carnitine	mg	200	200	250	—	500	250	—	250	—	—	250
Taurine	mg	1000	1000	1000	—	1500	1000	—	—	—	—	—
Biotin	mcg	1000	1000	1000	950	1000	1000	800	900	1000	800	900
Vitamin C	mg	200	200	100	—	150	200	200	200	—	—	—
Iron (ferrous sulfate, monohydrate)	mg	220	220	200	200	200	250	180	200	200	180	180
Zinc (zinc chelate of glycine, hydrate)	mg	180	180	180	160	160	200	160	160	160	160	160
Manganese (manganese(II)-oxide)	mg	20	20	18	16	20	20	16	16	20	16	16
Copper (cupric chelate of glycine, hydrate)	mg	18	18	16	20	17	20	20	20	18	20	20
Iodine (calcium iodate, anhydrous)	mg	2.2	2.2	2.2	2	2	2.5	2	2	2.2	2	2
Selenium (sodium selenite)	mg	0.35	0.3	0.3	0.3	0.3	0.3	0.25	0.3	**	0.25	0.35

** Naturally sufficiently contained in the formula

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