



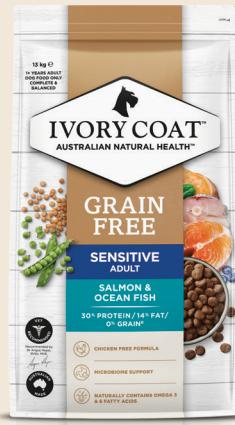
IVORY COAT™
AUSTRALIAN NATURAL HEALTH™



COMING SOON

NEW CHICKEN-FREE NEWS

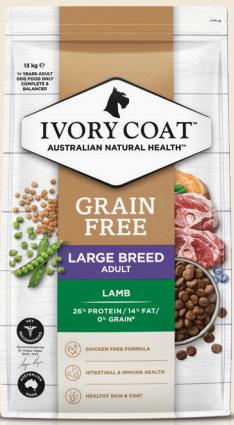
Four leading flavours, now in a chicken-free recipe



**SENSITIVE ADULT
SALMON & OCEAN FISH**

2KG
261865
934860100052

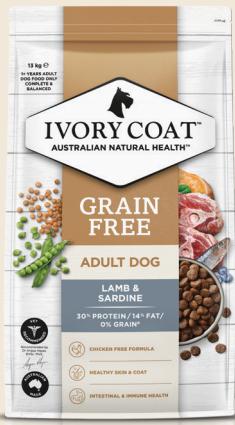
13KG
261857
9348601000793



**LARGE BREED ADULT
LAMB**

2KG
260158
9348601004845

13KG
262002
9348601004111



**ADULT
LAMB & SARDINE**

2KG
261864
9348601002643

13KG
261856
9348601002650



**LARGE BREED PUPPY
LAMB**

2KG
261859
9348601001578

13KG
261851
9348601001585

NO ITEM CODE OR EAN CHANGE

FROM SENIOR ADULT TURKEY TO HEALTHY WEIGHT CHICKEN

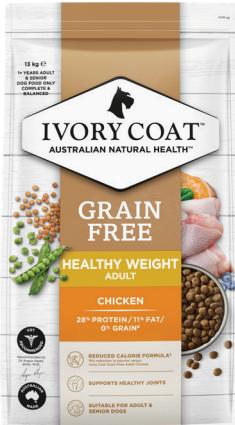


LEAVING SHELF

**SENIOR ADULT
TURKEY**

2KG
261863
9348601000083

13KG
261855
9348601000717



NEW TO SHELF

**HEALTHY WEIGHT
CHICKEN**

2KG
261755
9319185009960

13KG
261754
9319185009953

Reduced Calorie Formula[#]

Balanced protein & fat to support health & vitality.

Supports healthy joints.

New Zealand green-lipped mussels to help support healthier joints & mobility.

Suitable for adult & senior dogs

NOW WITH NEW CODES

[#] 6% reduction in calories versus Ivory Coat Grain Free Adult Chicken.



GRAIN FREE. CHICKEN FREE. TAILORED NUTRITION.

What's changed in the recipes?

We've removed all chicken-based ingredients from three additional dry food variants, and eliminated beef digest from our Salmon & Ocean Fish recipe, providing cleaner protein options for dogs with sensitivities.

We've also added chickpea flour into selected products, which is a nutrient-rich source of protein and fibre that supports digestion, satiety, and kibble formation, and we've reduced or removed tapioca from these recipes.

What's changed with our labelling?

We've made some updates to our front of pack claims and call outs to improve clarity and help shoppers more easily identify the right product for their dog.

Clearer lifestyle
stage callout



4 out of 8 variants
"Chicken Free" on FOP

What hasn't changed in the recipes?

We're still including Australian animal-based proteins as the #1 ingredient across our Ivory Coat Grain-Free range. The amounts of animal-based ingredients, including both dehydrated meats and raw proteins, remain consistent with our previous recipes, so your dog continues to enjoy the same high-quality protein sources they know and love, which supports their muscle health and energy.

Why we've made these changes

We've made these changes to provide clearer labelling, continually improve our recipes in line with the latest pet nutrition research, and expand our beloved Ivory Coat range with three additional Chicken-Free products, giving dogs with sensitivities more high-quality options to enjoy.

0% Grains
on FOP