



# ADVANCE™

expert pet nutrition™

**Over 25 years of  
leading proven science**

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JOB TITLE: Advance Dog Dry

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# NEW LOOK

## Same Great Nutrition

As pet parents evolve, so does the ADVANCE™ brand. Our refreshed visual identity reflects the modern, caring, and dynamic spirit of today's pet parents, while continuing to deliver the same great nutrition that pets and pet parents trust.

At the heart of this transformation is our unwavering commitment to leading proven science. The ADVANCE™ range remains grounded in rigorous research and innovation, ensuring that every product supports pets' total wellbeing.



MADE IN  
**AUSTRALIA**

TAILORED  
**NUTRITION**

LEADING  
**PROVEN SCIENCE**

QUALITY  
**INGREDIENTS**



**2 ADVANCE™**

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# Why we recommend **ADVANCE™ Dry Dog food**

## LEADING PROVEN **SCIENCE**

Every ADVANCE™ Dry Dog food product is scientifically formulated to help improve dog's health. Every active nutrient in ADVANCE™ pet food is carefully included at the right amount - what scientists call an "efficacious level" - to deliver at least three scientifically proven health benefits.

We leverage over 60 years of world-leading expertise from the WALTHAM™ Petcare Science Institute, drawing on decades of pioneering research in pet health and wellbeing.



Developed with veterinarians and nutritionists at  
Waltham Petcare Science Institute.





## MADE IN **AUSTRALIA**

For over 25 years, we've been proudly making our Dry Dog products right here in Australia, in the heart of the Central Tablelands, NSW - ensuring every bowl is filled with the highest quality nutrition and care. Our commitment to local manufacturing means we're always close to the best sources of premium ingredients, supporting Australian communities and delivering local products you can trust.

## QUALITY **INGREDIENTS**

Great nutrition starts with great ingredients. That's why we use only the best quality ingredients, many carefully sourced from trusted Australian suppliers. Our Lamb, Chicken and Turkey meat protein in our recipes comes from Australia, ensuring freshness, traceability, and the highest standards of safety. Meat protein is always the number one ingredient in our formulas, providing pets with the essential protein they need for a healthy, active life.

## TAILORED **NUTRITION**

We believe that expert pet nutrition is the foundation for a long, healthy life. That's why we use leading, proven science to deeply understand the unique needs of every pet. Our tailored nutrition approach goes beyond the basics - delivering precise, targeted nutrition that supports every life stage, breed and lifestyle.



# All Breeds

All Breeds 20 kg is our entry level product. The range is designed to meet the basic needs of all dogs. ADVANCE™ All breeds 20 kg delivers accessible, simple but honest nutrition, in a 20 kg bulk bag perfectly suiting multidog households.







Protein Differentiation

Clear Variant Differentiation

Relatable Scientifically Proven Claims

# All Breeds Range

		Pack Size	RRP	Order Code	APN (Barcode)
 	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ All Breeds Total Wellbeing Lamb with Rice	20 kg	\$209.99	604749	9334214150352
 	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ All Breeds Total Wellbeing Chicken with Rice	20 kg	\$209.99	604780	9334214150376

# Core Range

Our Core range is the foundation of the ADVANCE™ portfolio using leading proven science to deliver everyday quality nutrition tailored to every life-stage, from playful puppy to adult and wise senior, and pet size from small to large.



Reinforced Science Credentials










Relatable Scientifically Proven Claims

Clear Variant Differentiation

# Core Range

		Pack Size	RRP	Order Code	APN (Barcode)
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Small Breeds Chicken with Rice PUPPY	3 kg 8 kg	\$48.00 \$109.00	303569 199592	9334214002743 9334214003320
	<b>FROM</b> ADVANCE™ Small Breeds Turkey with Rice PUPPY			471146	9334214064581
	<b>TO</b> ADVANCE™ Small Breeds Lamb with Rice PUPPY <b>NEW</b>	3 kg	\$48.00	611044	9334214150727
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Medium Breeds Chicken with Rice PUPPY	3 kg 20 kg	\$48.00 \$209.99	303565 269151	9334214002767 9334214024264
	<b>FROM</b> ADVANCE™ Medium Breeds Turkey with Rice PUPPY	3 kg 15 kg		471134 471187	9334214064574 9334214065618
	<b>TO</b> ADVANCE™ Medium Breeds Lamb with Rice PUPPY <b>NEW</b>	3 kg	\$48.00	611047	9334214150710
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Large Breeds Chicken with Rice PUPPY	3 kg 15 kg 20 kg	\$48.00 \$169.99 \$209.99	303578 199045 269152	9334214002781 9334214003108 9334214024271
	<b>FROM</b> ADVANCE™ Large Breeds Turkey with Rice PUPPY	3 kg 15 kg		471133 471186	9334214064598 9334214065601
	<b>TO</b> ADVANCE™ Large Breeds Lamb with Rice PUPPY <b>NEW</b>	15 kg	\$169.99	611049	9334214150796
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Small Breed Chicken with Rice ADULT	3 kg 8 kg	\$48.00 \$109.00	374935 374952	9334214045931 9334214045986
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Small Breed Turkey with Rice ADULT	3 kg 8 kg	\$48.00 \$109.00	374933 374951	9334214045917 9334214045979
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Small Breed Lamb with Rice ADULT	3 kg 8 kg	\$48.00 \$109.00	303577 268992	9334214024349 9334214024141

# Core Range Continued

		Pack Size	RRP	Order Code	APN (Barcode)
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Medium Breed Chicken with Rice ADULT	3 kg 15 kg 20 kg	\$48.00 \$169.99 \$209.99	303562 175094 269154	9310022566004 9310022528507 9334214024295
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Medium Breed Turkey with Rice ADULT	3 kg 15 kg 20 kg	\$48.00 \$169.99 \$209.99	303564 175097 374974	9334214028132 9310022528903 9334214046174
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Medium Breed Lamb with Rice ADULT	3 kg 15 kg 20 kg	\$48.00 \$169.99 \$209.00	303563 268971 283200	9334214024325 9334214024080 9334214028170
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Large Breed Chicken with Rice ADULT	15 kg 20 kg	\$169.99 \$209.00	216257 269143	9334214008219 9334214024240
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Large Breed Turkey with Rice ADULT	15 kg	\$169.99	333072	9334214038568
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Large Breed Lamb with Rice ADULT	15 kg	\$169.99	333071	9334214038551
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Small Breed Chicken with Rice HEALTHY AGEING	3 kg	\$48.00	374940	9334214045955
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Medium Breed Chicken with Rice HEALTHY AGEING	15 kg 20 kg	\$169.99 \$209.00	374968 374973	9334214046112 9334214046167
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ Large Breed Chicken with Rice HEALTHY AGEING	15 kg	\$169.99	374969	9334214046129

# Proactive Health

Our proactive health range provides solutions designed to address the most common conditions pets may encounter throughout their lives. By combining carefully selected active ingredients, this range delivers targeted and specific health benefits to support your pet's well-being effectively.











Targeted Health Benefit

Active Ingredients & Benefits

Clear Variant Differentiation

# Proactive Health Range

		Pack Size	RRP	Order Code	APN (Barcode)	
	FROM	NO CHANGE				
	TO	<b>ADVANCE™ Small Breeds Dental Care</b> Chicken with Rice ADULT	2.5 kg	\$48.00	374927	9334214045856
	FROM	NO CHANGE				
	TO	<b>ADVANCE™ Medium Breeds Dental Care</b> Chicken with Rice ADULT	13 kg	\$169.99	374961	9334214046044
	FROM	NO CHANGE				
	TO	<b>ADVANCE™ Large Breed Dental Care</b> Chicken with Rice ADULT	13 kg	\$169.99	374967	9334214046105
	FROM	NO CHANGE				
	TO	<b>ADVANCE™ All Breeds Active</b> Chicken with Rice ADULT	13 kg 17 kg	\$169.99 \$209.99	374963 379032	9334214046068 9334214046976
	FROM	NO CHANGE				
	TO	<b>ADVANCE™ Healthy Weight Small Breed</b> Chicken with Rice ADULT	2.5 kg	\$48.00	303587	9334214024356
	FROM	NO CHANGE	2.5 kg,		303583	9310022566509
			13 kg,		182555	9334214024103
			17 kg		269156	9334214024318
	TO	NO CHANGE	13 kg,		268974	9334214024103
			17 kg		283198	9334214028156
			2.5 kg	\$48.00	611045	9334214150734
TO	NO CHANGE	13 kg	\$169.99	611052	9334214150826	
		17 kg	\$209.99	611050	9334214150802	
	FROM	NO CHANGE	13 kg		439541	9334214061016
			13 kg		439491	9334214060996
	TO	NO CHANGE	13 kg	\$169.99	611051	9334214150819
	FROM	NO CHANGE				
	TO	<b>ADVANCE™ All Breeds Sensitive Skin and Digestion</b> Turkey with Rice ADULT	13 kg	\$169.99	467631	9334214064499

# Specific Breeds

Our Specific Breed range delivers optimal nutrition precisely tailored to meet the unique needs of individual breeds in Australia. By integrating the latest global scientific research with breed-specific requirements, we ensure each formula supports the distinct health and well-being of your pet.



Breed Specified

Active Ingredients & Benefits

Clear Variant Differentiation

# Specific Breeds Range



**FROM** NO CHANGE

**TO** **ADVANCE™ Oodles**  
Turkey with Rice **PUPPY**

Pack Size	RRP	Order Code	APN (Barcode)
2.5 kg	\$48.00	439399	9334214060934
13 kg	\$169.99	439488	9334214060965



**FROM** NO CHANGE

**TO** **ADVANCE™ Oodles Small**  
Turkey with Rice **ADULT**

Pack Size	RRP	Order Code	APN (Barcode)
2.5 kg	\$169.99	468643	9334214064543
13 kg	\$209.99	469148	9334214064666



**FROM** **ADVANCE™ Oodles Large**  
Turkey with Rice **ADULT**

**TO** **ADVANCE™ Oodles Medium to Large**  
Turkey with Rice **ADULT**

Pack Size	RRP	Order Code	APN (Barcode)
13 kg		467632	9334214064505
2.5 kg	\$48.00	468645	9334214064567
13 kg	\$169.99	467632	9334214064505
17 kg	\$209.99	612798	9334214150949



**FROM** NO CHANGE

**TO** **ADVANCE™ Retrievers**  
Turkey with Rice **ADULT**

Pack Size	RRP	Order Code	APN (Barcode)
13 kg	\$169.99	469147	9334214064659



**FROM** NO CHANGE

**TO** **ADVANCE™ Medium Terriers**  
Turkey with Rice **ADULT**

Pack Size	RRP	Order Code	APN (Barcode)
13 kg	\$169.99	435659	9334214059587



**FROM** NO CHANGE

**TO** **ADVANCE™ Shepherds**  
Turkey with Rice **ADULT**

Pack Size	RRP	Order Code	APN (Barcode)
13 kg	\$169.99	435659	9334214059587

# High Protein

Our High Protein range delivers optimal nutrition, rich in protein and is free from grains for an active dog.



Key Nutritional Benefit

Active Ingredients & Benefits

Clear Variant Differentiation

# High Protein Range

		Pack Size	RRP	Order Code	APN (Barcode)
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ High Protein Grain Free Chicken ADULT <b>NEW</b>	2.5 kg 13 kg	\$48.00 \$169.99	611149 611076	9334214150895 9334214150840
	<b>FROM</b> NO CHANGE				
	<b>TO</b> ADVANCE™ High Protein Grain Free Lamb ADULT <b>NEW</b>	2.5 kg 13 kg	\$169.99 \$209.99	611147 611080	9334214150901 9334214150857

**ADVANCE**<sup>™</sup>  
expert pet nutrition<sup>™</sup>

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