

Products and concepts for the pet industry

Bewital petfood

BELCANDO with improved recipes

www.bewital-petfood.com



BELCANDO dry food varieties with the popular sauce effect are to be optimised further by the addition of probiotic cultures to stabilise the gut. The dry food lines include puppy food and varieties in the Mini line. The improved recipes offered by BEWITAL petfood will benefit young dogs and dogs suffering stress in particular.

Probiotics are microorganisms that support the equilibrium of gut flora. An effective quantity of these useful bacteria, which are strong enough to reach the gut alive, is added to the food varieties in question. In the intestine, these probiotics displace harmful gut bacteria, thereby actively promoting the wellbeing of the dog, its digestion and firmer stools.

Interzoo: hall 2, stand 304

Bewital petfood

LEONARDO now with added fillet

www.bewital-petfood.com



Cat owners are constantly on the hunt for new foods to interest their feline friends. With its LEONARDO Extra Filet product line, BEWITAL petfood hits the mark. Six new canned varieties provide a particularly high content of top-quality meat. What makes the line special are the finest fillet pieces, which add

flavour and deliver a special chewing experience. Cooked gently in its own juice, the meat develops a unique taste. The recipes are rounded off by salmon oil, which also provides a number of unsaturated fatty acids for a silky coat.

A new dry food, LEONARDO Kitten GF, now also offers a grain-free recipe from BEWITAL petfood for kittens up to the age of one. Amaranth is used here as a valuable gluten-free alternative to cereal, while mackerel and fresh poultry make the recipe especially flavourful for young cats. The recipe also contains other select ingredients such as marine zooplankton and chia seeds.

Interzoo: hall 2, stand 304



Advertisements

Bellylabs

First ever dog pregnancy home test

www.belly-labs.com

bellylabs®
to be sure

"There has to be a better way," said one breeder to another. After years of research, development and innovation work involving leading experts, veterinarians and breeders, the Bellylabs Pregnancy Test for Dogs is now available globally. Bellylabs wants to make life easier for both owner and dog. The test is a game-changing innovation: an easy, safe, reliable, stress-free and affordable solution for all breeders and dog owners. Moreover, breeders can now be sure from the comfort

"Very easy to use, user-friendly for the owner and the dog. Best product especially for the dogs, who feel uncomfortable going to the vet or have difficulties in relaxing during an ultrasound scan. This test is also very accurate," says customer Noora T. Bellylabs tests have been sold to over 20 countries already and the company is working with some of the biggest pet retail chains in Europe such as Maxi Zoo, Tom & Co and Musti Group. Bellylabs is always looking for new distributors, retailers and partners.

The test kit contains all the equipment needed for performing the test at home and has a proven 96 per cent accuracy rate on all dog breeds. Patent pending. Testing is fast, easy and stress-free with results in 10-15 minutes. Produced in Finland.

Interzoo: hall 11, stand 507



of their own homes! The Bellylabs Pregnancy Test for Dogs is also a very convenient way of distinguishing between a phantom pregnancy and real gestation. The test is based on science: it measures the relaxin hormone, which is a reliable indicator of pregnancy.

Why should a breeder choose testing at home?

1. Save time. Test when it best suits you and your dog. No need for scheduling, no need for travelling and driving around. The test kit contains all the equipment needed to perform the test at home.
2. Limit stress. All additional stress during dog pregnancy should be avoided.
3. Worry less. Phantom pregnancies can trick the best of us. It is better to be sure.
4. Accurate and fast results. The test has an accuracy of 96 % on all dog breeds. Get a result in 10-15 minutes!



Products and concepts for the pet industry

cdVet

Natural animal health

www.cdVet.com



cdVet Naturprodukte was founded in spring 1999 with the aim of breaking new ground in the field of animal health. Against the background of many years' experience in herbalism and with a knowledge of the effectiveness of old home remedies, the founder became aware that many animal diseases are the result of "civilised" livestock farming and an unbalanced diet. This insight, combined with a knowledge of modern science, is the basis for the innovative cdVet product and company concept. As

a pioneer in the field of "natural animal health" cdVet operates on a wide-ranging conceptual basis and provides a total assortment of over 500 products for all animal species, comprising care products, food supplements, feed and parasite control. The exclusive use of high-quality ingredients and the gentle processing of the products effectively supports the animal's health with the power of nature.

Interzoo: hall 7A, booth 726; hall 1, booth 201

Fashion Dog

European quality with just-in-time service

www.fashiondog.it



Since 1995, Fashion Dog has been producing coats and sweaters for dogs made exclusively in Italy. Each garment is designed, manufactured and checked in Carpi, the famous Italian textile and knitwear district, using high-quality fabrics and yarns.

The decision to manufacture in Italy, in the same district where the company was born 27 years ago, allows the company to produce all year round and to offer just-in-time delivery for all items in all colours and sizes. Thanks to local production, Fashion Dog is able to satisfy the specific needs of any customer.

By choice, the company always allows its business partners to order small quantities step by step, enabling them to restock following their sales and avoiding overloading their stores.

In 27 years of growing business, Fashion Dog's goal has always been customer satisfaction. The service offered to business partners is as important as the quality of the clothes. Since 1995 we have been offering end customers coats and sweaters made with high-quality fabrics and yarns that adapt to every dog.

Interzoo: hall 5, stand 408

Finnern

Improved gut health

www.rinti.de

The new dry food RINTI MAX-I-MUM Regulance for improving digestive regulation for our four-legged friends is ideal for mixed feeding with species-appropriate wet food. Dogs can occasionally have digestive problems if they are fed exclusively wet dog food that contains almost no carbohydrates and fibre. The result is unpleasantly loose stools. The complete food RINTI MAX-I-MUM Regulance was designed to prevent this or to regulate it if necessary. Produced by the German market leader in dog food, the newly developed dry food consists of 50 per cent carbohyd-

rates and fibre and can compensate for digestive weaknesses. The rich recipe contains alfalfa, is wheat-free, has reduced protein and fat and is therefore easily digestible for adult dogs of all sizes. RINTI MAX-I-MUM Regulance has a calming and regulating effect on the intestinal flora. Benefit from the strong growth of the RINTI MAX-I-MUM range in 2021 with 45% growth compared with the previous year (source: Nielsen Petstores). Available in 1.25 kg and 5 kg bags.

Interzoo: hall 1, stand 215



Petzeba

Amba by kyli - the taste experience for cats

www.petzeba.com

The new dry food line Amba by kyli comes in a simple but elegant design all in black. The line offers demanding cats a particularly delicious taste experience thanks to the extra addition of fresh meat. The various recipes are further refined with selected herbs and berries. The line is tailored to the different life phases and requirements of our felines and consists of five different types:

- Baby & Mom for kittens and their mothers.
- Feel Good with fresh poultry and liver
- Enjoy with an extra portion of fresh trout for gourmets
- Sensitive for cats with a sensitive digestive system

- Sterilised for neutered and leisurely indoor cats.

The new product line will be available from May 2022 in packaging sizes 400 g, 2 kg and in an economy pack of 4x 2 kg.

Interzoo: hall 11, stand 101

petZEBA

