

Fitmin



Nutrition
Program
Fitmin



Our History

The history of the Fitmin brand goes back to the 1990s when the Poplužní dvůr farm estate in Helvíkovice was reclaimed in restitution by the Štěpánek family, the company's founders. It draws on a deeply **rooted agricultural and breeding tradition** that forms the cornerstone of the company's commitment and **high-quality work**.

In Helvíkovice, the Štěpánek family gradually built a **feed production plant**, which started to produce brand Fitmin food for dogs in 1998 and cat food in 2001. The company eventually became part of the multinational **Dibaq group**, but its fundamental value – commitment to high-quality work – remained unchanged. Fitmin nutrition products always respect the requirements of a particular animal – **we work with top breeders**, consult them about the latest trends and are constantly looking for new solutions to make Fitmin products **balanced and fully compliant** with the needs of the animals. Complete development, production as well as taste testing take place in the Czech Republic.

Although we are not a large-scale production and have maintained our status as a „**family business**“, our facility is equipped with the latest technology, enabling us to **produce high-quality feeds**.

Fitmin is the only Czech brand and one **of the few in Europe** with technology enabling **the addition of fresh meat to extrusion**. We use so-called mechanically-boned meat of high quality, which is also used in the **human food processing industry**, giving Fitmin food an excellent taste, which will be greatly appreciated even by the owners of very fussy dogs.

Fitmin formulas **do not contain soy or other genetically modified ingredients**. We understand nutrition in a complex way – quality food is essential for the health and fitness of dogs.

Fitmin



Nutrition Program Fitmin

SUPERPREMIUM FOOD

We offer **16 types of food**, to cover the nutrition needs of any dog.

Without **wheat gluten**.

With dental care complex, acting as antibacterial protection in the oral cavity.

With chelates for more efficient absorption of important trace elements into the body for better performance.

With rosemary extract for liver function and better digestion.



- ✓ Is **produced from superpremium ingredients** whose quality is regularly monitored.
- ✓ **Does not contain** genetically modified ingredients.
- ✓ **Does not contain** artificial colourings or flavourings.



WHY NUTRITION PROGRAM?

FOOD WITHOUT WHEAT GLUTEN, that reduces the risk of allergic reactions.

DENTAL CARE COMPLEX, acting as antibacterial protection in the oral cavity.

CHICKEN IS LIGHT, tasty and very easy to digest thanks to the small diameter of the muscle fibres, as well as its collagen and elastin content. It is rich in iron and zinc, two minerals that are very important for oxygenating the blood and tissues and for giving animals a healthy skin.

FISH has a high biological value – it contains high-quality proteins and A and D vitamins, and is rich in omega-3 fatty acids. Fatty acids are essential to the life of the animal, as its body is unable to produce these acids itself.

ROSEMARY EXTRACT supports the functioning of the liver and facilitates digestion.

CHELATES are trace elements [Fe, Cu, Mn, Zn], organically bonded to amino acids. In this form, which corresponds better to what is found in the natural diet, trace elements are absorbed more effectively into the body, thus supporting their function. Chelates are used in all Fitmin animal nutrition programme foods.

PREBIOTICS affect the existing intestinal microflora of the host. They are indigestible ingredients of plant origin based on carbohydrates [oligosaccharides] that selectively enhance or suppress the occurrence of certain kinds of microorganisms that are present in the digestive tract.

FIBRE FROM DRIED APPLES AND BEET PULP offers an ideal proportion of insoluble and fermentable components. It is resistant to digestion and has no nutritional value, but assists in the movement of food in the gastrointestinal tract and supports the activity of digestive bacteria.

THE COMPLEX OF NATURAL ANTIOXIDANTS is a patented dietary supplement based on plant polyphenols. These substances protect cell membranes from attacks by free radicals.

YUCCA EXTRACT reduces bad odours from faeces and urine.

PROPER NUTRITION requires a perfect balance between omega-3 and 6 acids. They help in preventing inflammation of the joints and skin, and greatly relieve itching and dermatitis.



FRESH MEAT

Fresh boneless meat guarantees great taste and, most importantly, the high quality of our products. It is the final input ingredient that does not pass through any intermediate stage of production [such as cooking, drying, grinding and sterilisation at an elevated pressure and temperature], as is the case with the production of meat and bone meal, for example. And precisely because **Fitmin** strives to produce tasty as well as high-quality food, we use unique technologies thanks to which we **can add fresh meat into the granules**.



The Fitmin nutrition programme

– do not change the ration, change the energy content in food

According to Fitmin, dog nutrition is based on the philosophy that the dog needs to be fed the same ration at all times; if the dog is gaining or losing weight, you should not change the ration but rather the dog's physical activity and the energy value of the dog food.

Overweight

occurs when the intake of energy is greater than its expenditure

Solution:

occurs when the intake of energy is lower than its expenditure

Malnutrition

occurs when the intake of energy is lower than its expenditure

Solution:

decrease in physical activity or increase in the energy value of food

Why not change the ration?

If you change the quantity of food, you need to realise that along with increasing/reducing the quantity of food, you also increase/reduce the amount of vitamins and minerals that the body needs. At the same time, the increase/reduction in the ration exposes the dog to a stressful situation – an overweight dog that suddenly gets 1/3 less will feel hungry, while a skinny dog that gets 1/3 more might not be able to eat the ration.

Feed your dog the same ration and change the energy content

In the case of **Fitmin food**, you can be sure that the composition of the ingredients virtually remains the same in our **MINI, MEDIUM and MAXI** products; it is the proportion of the individual ingredients that changes. This ensures a smooth transition from one type of food to another and does not affect the digestive system; it is thus possible to mix different kinds of food, too. For better orientation in the amount of energy in the food, the individual types of food are marked with simple colour codes – the more of the given colour that there is on the packet, the higher the energy content (for example, the MINI Puppy food is all yellow, while the MINI Senior food is almost

all white. This means that the highest energy content is in puppy food; on the other hand, senior dog food contains the lowest amount of energy).

How should you choose the most suitable Fitmin food?

It could not be easier.....

Step 1.

select the appropriate Fitmin range according to the size of your dog in adulthood:

MINI – for dogs weighing up to 13 kg in adulthood

MEDIUM – for dogs weighing between 13 and 35 kg in adulthood

MAXI – for dogs weighing over 35 kg in adulthood

Step 2.

in your selected range [**MINI, MEDIUM, MAXI**], choose the suitable type according to the age and physical condition of the dog

Puppy – for puppies [the MAXI formula also offers the Junior option for “junior” dogs]

Maintenance – for adult dogs, with a higher energy content

Performance – for adult dogs, with a higher energy content

Light – for adult dogs, with a lower energy content

Senior – for adult dogs of “senior” age

Step 3.

feed your dog the selected food for 1 month; you will find the recommended ration on the packet or you can follow your experience. After 1 month, check the physical condition of your dog by feeling its ribs

Are you satisfied with the dog's weight?

[the dog's ribs are easily felt but are not visible] – feed the dog as before

Is the dog gaining weight?

[the ribs cannot be felt, or can only be felt with difficulty] – opt for **Fitmin Light** with a lower energy content, keep the ration

Is the dog losing weight?

[the ribs are visible] – opt for **Fitmin Performance** with a higher energy content, keep the ration

Nutrition of puppies

Puppyhood is the most important period of the dog's life, and at the same time the most demanding period for you. It is during this period that you need to pay special attention to nutrition. Unless the puppy is well nourished, you cannot expect it to be healthy and strong in adulthood.

What food should you choose?

In the first days of the puppy's life, adequate nutrition is provided by breast milk, which is rich in nutrients. After the birth, the female dog's foremilk contains substances that protect the puppy against various diseases. The composition of the breast milk gradually changes; the milk provides enough nutrition up to 3–4 weeks of age. Around this time, the puppy generally needs to start getting supplementary food. You can use professionally prepared milk substitutes, such as dried milk and mushes for puppies that contain probiotics to facilitate digestion, in addition to other high-quality ingredients.

FITMIN PUPPY MILK is a food that serves as a replacement for breast milk or a supplement to it, and is intended for the youngest puppies of all breeds of up to 3–4 weeks of age.

FITMIN PUPPY MUSH is a food supplement for puppies aged 4–8 weeks; it facilitates the transition to solid food.

As puppies grow, it is good to start giving them granules; these may be dipped in milk or some other liquid at the beginning. Generally, puppies learn to eat solid food by gradually tasting food from their mother's bowl. From the 6th or 7th week, puppies should start eating complete puppy food according to their final size in adulthood.

The period of transition from breast milk to supplementary food and the transfer to new owners are very stressful factors that affect the puppy's organism. To strengthen the dog's immunity, we recommend to feed the puppy the **Fitmin Imuno** dietary supplement during such periods. We recommend that you regularly add Fitmin Imuno to the dog food in the subsequent phases of the dog's life as well, for example before a vaccination or any other hazardous situation with regard to infectious diseases [travel, exhibitions, competitions etc.].



How should you feed the dog?

Puppies have relatively small stomachs, and their daily rations are therefore usually divided into several portions, preferably 4 or 5. When the puppy is 4–5 months old, you may start feeding it three times per day. When the puppy reaches half the weight it should have in adulthood, you may start feeding it twice a day, provided that the dog eats a sufficient amount of food. The age from which it is recommended to feed the dog only once a day varies according to the size of the breed. Small breeds should start eating once a day from around 9 months of age, medium breeds from 11 months of age and large and giant breeds from 15 or 16 months of age. Around this time, the dog also gradually starts eating adult dog food instead of puppy food.

PUPPY Milk

26/21
[% of proteins/fats]

COMPLETE FOOD WITH CARNITINE AND LECITHIN
FOR THE SMALLEST PUPPIES OF ALL BREEDS

Fitmin Puppy Milk is specially designed to substitute or complement breast milk (loss of milk after caesarean section, mammary gland inflammation, a great number of puppies in the litter, etc.). Its unique formula with a high content of milk proteins, vitamins and minerals ensures correct and problem-free growth of the puppies.

BENEFITS

- highly digestible whey proteins guarantee a complete substitution of mother's milk
- balanced ratio of vitamins and trace elements enables the young body of a puppy to function properly
- lecithin: for the correct functioning of nerve tissue and for the protection of liver cells
- L-Carnitine: for an effective conversion of energy and increased fat utilisation.
- natural antioxidants protect quickly growing tissue
- the use of food industry materials ensures it is easy to prepare and safe to use even for very small puppies

ANALYTICAL CONSTITUENTS:

crude protein 26 %, crude oils and fats 21 %, crude ash 7 %, calcium 1.05 %, phosphorus 0.8 %, sodium 0.5 %, crude fibre 0.1 %

COMPOSITION:

whey powder, vegetable oil, sodium caseinate, hydrolyzed vegetable protein, inactivated yeast genus *Saccharomyces cerevisiae*



400 g / 2 kg

PUPPY Mush

16.3/8.3

[% of proteins/fats]

COMPLEMENTARY FOOD WITH PROBIOTICS AND ANTIOXIDANTS
FOR WEANED PUPPIES OF ALL BREEDS OF 4–8 WEEKS OF AGE

Fitmin Puppy Mush facilitating the transition from milk to complete extruded food. It is very easy to use: ration and stir in warm water or milk. The materials used guarantee high palatability and digestibility, and reduce the risk of diarrhoea after weaning the puppies.

PUPPY MUSH

BENEFITS

- dairy products in the form of milk in powder and whey in powder guarantee high palatability and digestibility
- highly digestible cereals (extruded rice, amaranth and corn) facilitate the transition to solid food
- high value of egg proteins ensure complete nutrition also in the period of reduced food intake
- natural bacteria of yoghurt culture enhance digestion and beneficial intestinal microflora population
- natural antioxidants protect quickly growing tissue

ANALYTICAL CONSTITUENTS:

crude protein 16.3 %, crude oils and fats 8.3 %, crude fibre 0.4 %, crude ash 4.1 %

COMPOSITION:

dried milk, extruded rice, extruded amaranth seed, whey powder, extruded corn, sugar, egg powder, flavoring agents



850 g / 3 kg

Fitmin MINI

Small breeds (weighing up to 13 kg in adulthood) are usually very lively, which means they need more energy. Small dogs generally mature earlier and tend to live longer than medium and large breeds.

The **Fitmin MINI** foods, intended for small dog breeds, are characterised by small granules, easily eaten by the smallest of dogs.

**FOR SMALL BREEDS OF DOGS
WITH WEIGHT UP TO 13 KG IN ADULT AGE**



**for puppies between 2 and 10 months of age and pregnant
and lactating female dogs**

**Mini
Puppy**



CRUDE
PROTEIN 31
FAT 20

for adult dogs between 10 months and 11 years of age

**Mini
Performance**



CRUDE
PROTEIN 29
FAT 20

**Mini
Maintenance**



CRUDE
PROTEIN 25
FAT 13

**Mini
Light**



CRUDE
PROTEIN 23
FAT 8.5

for adult dogs from 11 years of age

**Mini
Senior**



CRUDE
PROTEIN 25
FAT 12



MINI Puppy

31/20

[% of proteins/fats]

16.5 MJ/kg

[energy value]

FOR PUPPIES OF SMALL BREEDS OF 2-10 MONTHS
OF AGE, PREGNANT AND LACTATING FEMALE DOGS

MADE FROM

83%

ANIMAL
INGREDIENTS

50% fresh chicken meat
28% dry chicken ingredients

5% fish ingredients



NO WHEAT
Allergy Risk
Reduction



DHA
Supports Learning



PREBIOTICS
Support
Intestinal Microflora



DENTAL CARE
For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**
Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 31 %, crude oils and fats 20 %, crude fibre 2.2 %, crude ash 6.8 %, calcium 1.1 %, phosphorus 1 %, sodium 0.27 %

COMPOSITION:

poultry meat [fresh poultry meat 50 %, dried poultry 22,5 %, hydrolyzed poultry liver 3 %], rice, corn, poultry fat, fish meal, flax seed, dried sugar beet pulp, hen eggs, apple pomace, salmon oil [1 %], brewer's yeast, fructooligosaccharides [0.2 %], sodium dihydrogen phosphate, yucca, natural antioxidant complex [0.02 %], rosemary extract [0.01 %]

400 g / 1.5 kg / 3 kg / 15 kg



MINI PUPPY

MINI Performance

29/20

[% of proteins/fats]

16.4 MJ/kg

[energy value]

FOR ADULT DOGS OF SMALL BREEDS WITH INCREASED ENERGY CONTENT

MADE FROM

80%

ANIMAL
INGREDIENTS



50% fresh chicken meat

25% dry chicken ingredients



5% fish ingredients



NO WHEAT

Allergy Risk
Reduction



PREBIOTICS

Support
Intestinal Microflora



Natural
ANTI-OXIDANTS



DENTAL CARE

For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**

Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 29 %, crude oils and fats 20 %, crude fibre 2.5 %, crude ash 7 %, calcium 1.2 %, phosphorus 1 %, sodium 0.3 %

COMPOSITION:

poultry meat [fresh poultry meat 50 %, dried poultry 18.5 %, hydrolyzed poultry liver 3 %], rice, corn, poultry fat, fish meal [4.2 %], dried sugar beet pulp, flax seed, hen eggs, apple pomace, salmon oil, brewer's yeast, sodium dihydrogen phosphate, fructooligosaccharides [0.2 %], sodium carbonate, yucca [0.03 %], natural antioxidant complex [0.02 %], rosemary extract [0.01 %]



3 kg

MINI Maintenance

25/13

[% of proteins/fats]

14.9 MJ/kg

[energy value]

FOR ADULT DOGS OF SMALL BREEDS WITH MEDIUM ENERGY CONTENT

MADE FROM

71%

ANIMAL
INGREDIENTS



50% fresh chicken meat

17% dry chicken ingredients



4% fish ingredients



NO WHEAT
Allergy Risk
Reduction



**BALANCED
OMEGA 3 & 6**
For Healthy Skin and Coat



Natural
ANTI-OXIDANTS



DENTAL CARE
For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**
Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 25 %, crude oils and fats 13 %, crude fibre 2.5 %, crude ash 6.5 %, calcium 1.1 %, phosphorus 0.9 %, sodium 0.2 %

COMPOSITION:

poultry meat (fresh poultry meat 50 %, dried poultry 13,4 %, hydrolyzed poultry liver 3 %), rice, corn, poultry fat, fish meal (3.8 %), dried sugar beet pulp, flax seed, apple pomace, hen eggs, salmon oil (0.5 %), brewer's yeast, calcium carbonate, calcium hydrogen phosphate, fructooligosaccharides (0.2 %), yucca (0.03 %), natural antioxidant complex (0.02 %), rosemary extract (0.01 %)



400 g / 1.5 kg / 3 kg / 15 kg

MINI MAINTENANCE

MINI Light

23/8.5

[% of proteins/fats]

13.4 MJ/kg

[energy value]

FOR ADULT DOGS OF SMALL BREEDS WITH REDUCED ENERGY CONTENT

MADE FROM

68%

 ANIMAL
INGREDIENTS


50% fresh chicken meat

15% dry chicken ingredients



3% fish ingredients


NO WHEAT

 Allergy Risk
Reduction

PSYLLIUM

 For Energy
Content Reduction

 Natural
ANTI-OXIDANTS

DENTAL CARE

For Healthy Teeth


GMO FREE

**ROSEMARY
EXTRACT**

 Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 23 %, crude oils and fats 8.5 %, crude fibre 4 %, crude ash 6,2 %, calcium 0.9 %, phosphorus 0.8 %, sodium 0.2 %

COMPOSITION:

poultry meat (fresh poultry meat 50 %, dried poultry 11 %, hydrolyzed poultry liver 3 %), rice, corn, dried sugar beet pulp (7 %), apple pomace (4.5 %), poultry fat, fish meal (2.1 %), flax seed, brewer's yeast, dried hen eggs, salmon oil, calcium carbonate, calcium hydrogen phosphate, fructo-oligosaccharides (0.2 %), psyllium (0.1 %), yucca, natural antioxidant complex (0.02 %), rosemary extract (0.01 %)


400 g / 3 kg

MINI Senior

25/12

[% of proteins/fats]

14.7 MJ/kg

[energy value]

FOR ADULT DOGS OF SMALL BREEDS ABOVE
11 YEARS OF AGE

MADE FROM

71%

ANIMAL
INGREDIENTS



50% fresh chicken meat

17% dry chicken ingredients



4% fish ingredients



NO WHEAT
Allergy Risk
Reduction



ANTI AGING
Protective Complex



HEALTHY JOINTS
Chondroitin Sulphate
& Glucosamine Sulphate



DENTAL CARE
For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**
Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

hrude protein 25 %, crude oils
and fats 12 %, crude fibre 2.6 %,
crude ash 6.7 %, calcium 1.1 %,
phosphorus 0.9 %, sodium 0.2 %



COMPOSITION:

poultry meat [fresh poultry meat
50 %, dried poultry 13,4 %, hydrolyzed
poultry liver 3 %], rice, corn, poultry
fat, dried sugar beet pulp, fish meal
[3 %], flax seed [3 %], apple pomace,
brewer's yeast, salmon oil [0.5 %],
hen eggs, calcium carbonate, calcium
hydrogen phosphate, fructooligosac-
charides [0.2 %], yucca, glucosamine
sulphate [0.03 %], chondroitin
sulphate [0.025 %], natural
antioxidant complex [0.02 %],
rosemary extract [0.01 %]

400 g / 3 kg



MINI SENIOR

Fitmin MEDIUM

Medium dog breeds (weighing between 13 and 35 kg in adulthood) have an average need for energy and mature in 12 months.

The **Fitmin MEDIUM** foods, intended for medium dog breeds, have medium-size granules, with a hole in the middle for puppies and seniors, which facilitates chewing.

**FOR MEDIUM BREEDS OF DOGS
WITH WEIGHT FROM 13 TILL 35KG IN ADULT AGE**



**for puppies between 2 and 12 months of age and pregnant
and lactating female dogs**

**Medium
Puppy**

CRUDE
PROTEIN 29
FAT 19



for adult dogs between 12 months and 9 years of age

**Medium
Performance**

CRUDE
PROTEIN 28
FAT 17



**Medium
Maintenance**

CRUDE
PROTEIN 24
FAT 12



**Medium
Light**

CRUDE
PROTEIN 21
FAT 8



for adult dogs from 9 years of age

**Medium
Senior**

CRUDE
PROTEIN 23
FAT 10



MEDIUM Puppy

29/19

[% of proteins/fats]

16,3 MJ/kg

[energy value]

FOR PUPPIES OF MEDIUM BREEDS OF 2-12 MONTHS OF AGE,
PREGNANT AND LACTATING FEMALE DOGS

MADE FROM

79%

ANIMAL
INGREDIENTS



50% fresh chicken meat

24% dry chicken ingredients



5% fish ingredients



NO WHEAT
Allergy Risk
Reduction



PREBIOTICS
Support
Intestinal Microflora



GMO FREE



DHA
Supports Learning



DENTAL CARE
For Healthy Teeth



**ROSEMARY
EXTRACT**
Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 29 %, crude oils
and fats 19 %, crude fibre 2.2 %,
crude ash 7 %, calcium 1.2 %,
phosphorus 1 %, sodium 0.28 %

COMPOSITION:

poultry meat [fresh poultry meat
50 %, dried poultry 19 %, hydrolyzed
poultry liver 3 %], rice, corn, poultry
fat, fish meal [4 %], flax seed, dried
sugar beet pulp, hen eggs, apple
pomace, salmon oil [1 %], brewer's
yeast, fructooligosaccharides
[0.2 %], calcium hydrogen
phosphate, yucca, natural
antioxidant complex [0.02 %],
rosemary extract [0.01 %]



3 kg / 15 kg

MEDIUM PUPPY

MEDIUM Performance

28/17

[% of proteins/fats]

15.8 MJ/kg

[energy value]

FOR ADULT DOGS OF MEDIUM BREEDS WITH INCREASED ENERGY CONTENT

MADE FROM

77%

ANIMAL
INGREDIENTS



50% fresh chicken meat

23% dry chicken ingredients



4% fish ingredients



NO WHEAT
Allergy Risk
Reduction



PREBIOTICS
Support
Intestinal Microflora



Natural
ANTI-OXIDANTS



DENTAL CARE
For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**
Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 28 %, crude oils and fats 17 %, crude fibre 2.4 %, crude ash 7 %, calcium 1.2 %, phosphorus 1 %, sodium 0.2 %

COMPOSITION:

poultry meat (fresh poultry meat 50 %, dried poultry 19.5 %, hydrolyzed poultry liver 3 %), rice, corn, poultry fat, dried sugar beet pulp, fish meal (3,2 %), flax seed, apple pomace, brewer's yeast, salmon oil, hen eggs, fructooligosaccharides (0.2 %), yucca (0.03 %), natural antioxidant complex (0.02 %), rosemary extract (0.01 %)



3 kg / 15 kg

MEDIUM Maintenance

24/12

[% of proteins/fats]

14.7 MJ/kg

[energy value]

FOR ADULT DOGS OF MEDIUM BREEDS WITH MEDIUM ENERGY CONTENT

MADE FROM

69%

ANIMAL INGREDIENTS

50% fresh chicken meat
15% dry chicken ingredients

4% fish ingredients



NO WHEAT
Allergy Risk
Reduction



BALANCED OMEGA 3 & 6
For Healthy Skin and Coat



Natural
ANTI-OXIDANTS



DENTAL CARE
For Healthy Teeth



GMO FREE



ROSEMARY EXTRACT
Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 24 %, crude oils and fats 12 %, crude fibre 2.5 %, crude ash 6.4 %, calcium 1 %, phosphorus 0.87 %, sodium 0.2 %

COMPOSITION:

poultry meat [fresh poultry meat 50 %, dried poultry 11.6 %, hydrolyzed poultry liver 3 %], rice, corn, poultry fat, fish meal [3 %], dried sugar beet pulp, flax seed, apple pomace, brewer's yeast, calcium carbonate, calcium hydrogen phosphate, hen eggs, salmon oil [0.5 %], fructooligosaccharides [0.2 %], yucca [0.03 %], natural antioxidant complex [0.02 %], rosemary extract [0.01 %]



3 kg / 15 kg

MEDIUM MAINTENANCE

MEDIUM Light

21/8

[% of proteins/fats]

13.2 MJ/kg

[energy value]

FOR ADULT DOGS OF MEDIUM BREEDS WITH REDUCED ENERGY CONTENT

MADE FROM

64%

ANIMAL
INGREDIENTS



50% fresh chicken meat

11% dry chicken ingredients



3% fish ingredients



NO WHEAT
Allergy Risk
Reduction



PSYLLIUM
For Energy
Content Reduction



Natural
ANTI-OXIDANTS



DENTAL CARE
For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**
Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 21 %, crude oils and fats 8 %, crude fibre 4 %, crude ash 6 %, calcium 0.9 %, phosphorus 0.8 %, sodium 0.2 %

COMPOSITION:

poultry meat [fresh poultry meat 50 %, dried poultry 7.3 %, hydrolyzed poultry liver 3 %], rice, corn, dried sugar beet pulp [8 %], apple pomace [4 %], poultry fat, fish meal [2.4 %], flax seed, brewer's yeast, calcium carbonate, hen eggs, salmon oil, calcium hydrogen phosphate, fructooligosaccharides [0.2 %], psyllium [0.1 %], yucca, natural antioxidant complex [0.02 %], rosemary extract [0.01 %]

3 kg / 15 kg



MEDIUM Senior

23/10

[% of proteins/fats]

14.2 MJ/kg

[energy value]

FOR ADULT DOGS OF MEDIUM BREEDS ABOVE 9 YEARS OF AGE

MADE FROM

68%

ANIMAL
INGREDIENTS

50% fresh chicken meat

14% dry chicken ingredients

4% fish ingredients



NO WHEAT
Allergy Risk
Reduction



ANTI AGING
Protective Complex



HEALTHY JOINTS
Chondroitin Sulphate
& Glucosamine Sulphate



DENTAL CARE
For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**
Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 23 %, crude oils and fats 10 %, crude fibre 2.5 %, crude ash 6.5 %, calcium 1 %, phosphorus 0.9 %, sodium 0.2 %

COMPOSITION:

poultry meat [fresh poultry meat 50 %, dried poultry 10 %, hydrolyzed poultry liver 3 %], rice, corn, poultry fat, fish meal [3 %], flax seed [3 %], dried sugar beet pulp, apple pomace, brewer's yeast, calcium hydrogen phosphate, salmon oil [0.5 %], hen eggs, calcium carbonate, fructo-oligosaccharides [0.2 %], glucosamine sulphate [0.03 %], yucca, chondroitin sulphate [0.025 %], natural antioxidant complex [0.02 %], rosemary extract [0.01 %]

3 kg / 15 kg



MEDIUM SENIOR

Fitmin MAXI

Large dog breeds (weighing over 35 kg in adulthood) usually need less energy because of their calmer nature. With these puppies, it is necessary to monitor their energy intake closely to ensure that they do not grow too fast, so that their skeletal apparatus can evolve and adapt to the increasing muscle mass. Large dogs grow old relatively quickly and there is a great load on their joints; that is why you should give the dog joint nutrition supplement from around 5 months of age, unless it is contained in the regular food.

Formulated for large dog breeds, the **Fitmin MAXI** dog food has large granules to prevent dogs from eating too fast. In addition to formulae for puppies and adult dogs, the JUNIOR formula provides a controlled amount of energy for proper growth and bone development. All the Fitmin MAXI formulae (with the exception of Maxi Puppy) include joint nutrition.



FOR LARGE BREEDS OF DOGS WITH WEIGHT OVER 35 KG

for puppies between 2 and 5 months of age and pregnant and lactating female dogs

Maxi Puppy

CRUDE
PROTEIN 29
FAT 19



for puppies between 5 and 18 months

Maxi Junior

CRUDE
PROTEIN 27
FAT 12



for adult dogs between 18 months and 7 years of age

Maxi Performance

CRUDE
PROTEIN 29
FAT 20



Maxi Maintenance

CRUDE
PROTEIN 26
FAT 14



Maxi Light

CRUDE
PROTEIN 24
FAT 9



for adult dogs from 7 years of age

Maxi Senior

CRUDE
PROTEIN 26
FAT 12



MAXI Puppy

29/19

[% of proteins/fats]

16.3 MJ/kg

[energy value]

FOR PUPPIES OF LARGE BREEDS OF 2-5 MONTHS OF AGE,
PREGNANT AND LACTATING FEMALE DOGS

MADE FROM

79%

ANIMAL
INGREDIENTS



50% fresh chicken meat

24% dry chicken ingredients



5% fish ingredients



NO WHEAT

Allergy Risk
Reduction



DHA

Supports Learning



PREBIOTICS

Support
Intestinal Microflora



DENTAL CARE

For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**

Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 29 %, crude oils and fats 19 %, crude fibre 2.3 %, crude ash 6.9 %, calcium 1.2 %, phosphorus 1 %, sodium 0.25 %



COMPOSITION:

poultry meat [fresh poultry meat 50 %, dried poultry 19.1 %, hydrolyzed poultry liver 3 %], rice, corn, poultry fat, fish meal [4 %], flax seed, dried sugar beet pulp, hen eggs, apple pomace, salmon oil [1 %], brewer's yeast, fructo-oligosaccharides [0.2 %], calcium hydrogen phosphate, yucca, natural antioxidant complex [0.02 %], rosemary extract [0.01 %]



3 kg / 15 kg

MAXI PUPPY

MAXI Junior

27/12

[% of proteins/fats]

14.6 MJ/kg

[energy value]

FOR PUPPIES OF LARGE DOG BREEDS OF 5-18 MONTHS OF AGE WITH CONTROLLED ENERGY CONTENT

MADE FROM

75%

ANIMAL INGREDIENTS



50% fresh chicken meat

19% dry chicken ingredients



6% fish ingredients



NO WHEAT
Allergy Risk Reduction



HEALTHY JOINTS
Chondroitin Sulphate & Glucosamine Sulphate



CONTROLLED ENERGY
For Healthy Development of Skeleton



DENTAL CARE
For Healthy Teeth



GMO FREE



ROSEMARY EXTRACT
Supports Liver and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 27 %, crude oils and fats 12 %, crude fibre 2.5 %, crude ash 7.2 %, calcium 1.2 %, phosphorus 1.1 %, sodium 0.25 %



COMPOSITION:

poultry meat [fresh poultry meat 50 %, dried poultry 15 %, hydrolyzed poultry liver 3 %], rice, corn, poultry fat, fish meal [5 %], dried sugar beet pulp, flax seed, apple pomace, hen eggs, salmon oil [1 %], brewer's yeast, calcium hydrogen phosphate, fructooligosaccharides [0.2 %], calcium carbonate, glucosamine sulphate [0.03 %], yucca, chondroitin sulphate [0.025 %], natural antioxidant complex [0.02 %], rosemary xtract [0.01 %]



3 kg / 15 kg

MAXI Performance

29/20

[% of proteins/fats]

16.5 MJ/kg

[energy value]

FOR ADULT DOGS OF LARGE BREEDS WITH INCREASED ENERGY CONTENT

MADE FROM

79%

ANIMAL
INGREDIENTS



50% fresh chicken meat

24% dry chicken ingredients



5% fish ingredients



NO WHEAT
Allergy Risk
Reduction



HEALTHY JOINTS
Chondroitin Sulphate
& Glucosamine Sulphate



Natural
ANTI-OXIDANTS



DENTAL CARE
For Healthy Teeth



GMO FREE



ROSEMARY EXTRACT
Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 29 %, crude oils and fats 20 %, crude fibre 2.3 %, crude ash 7 %, calcium 1.2 %, phosphorus 1 %, sodium 0.25 %



COMPOSITION:

poultry meat [fresh poultry meat 50 %, dried poultry 18.5 %, hydrolyzed poultry liver 3 %], rice, corn, poultry fat, fish meal [4.3 %], dried sugar beet pulp, flax seed, hen eggs, apple pomace, salmon oil, brewer's yeast, fructooligosaccharides [0.2 %], calcium hydrogen phosphate, glucosamine sulphate [0.06 %], chondroitin sulphate [0.05 %], yucca [0.03 %], natural antioxidant complex [0.02 %], rosemary extract [0.01 %].



15 kg

MAXI PERFORMANCE

MAXI Maintenance

26/14

(% of proteins/fats)

15.2 MJ/kg

(energy value)

FOR ADULT DOGS OF LARGE BREEDS WITH MEDIUM ENERGY CONTENT

MADE FROM

72%

ANIMAL
INGREDIENTS



50% fresh chicken meat

18% dry chicken ingredients



4% fish ingredients



NO WHEAT

Allergy Risk
Reduction



HEALTHY JOINTS

Chondroitin Sulphate
& Glucosamine Sulphate



**BALANCED
OMEGA 3 & 6**

For Healthy Skin and Coat



DENTAL CARE

For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**

Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 26 %, crude oils and fat 14 %, crude fibre 2.4 %, crude ash 6.5 %, calcium 1.1 %, phosphorus 0.88 %, sodium 0.2 %

COMPOSITION:

poultry meat [fresh poultry meat 50 %, dried poultry 14.8 %, hydrolyzed poultry liver 3 %], rice, corn, poultry fat, fish meal [3.5 %], dried sugar beet pulp, flax seed, apple pomace, brewer's yeast, hen eggs, salmon oil [0.5 %], calcium carbonate, fructooligosaccharides [0.2 %], glucosamine sulphate [0.06 %], chondroitin sulphate [0.05 %], yucca [0.03 %], natural antioxidant complex [0.02 %], rosemary extract [0.01 %]



3 kg / 15 kg

MAXI Light

24/9

[% of proteins/fats]

13.5 MJ/kg

[energy value]

FOR ADULT DOGS OF LARGE BREEDS WITH REDUCED ENERGY CONTENT

MADE FROM

69%

ANIMAL
INGREDIENTS



50% fresh chicken meat

16% dry chicken ingredients



3% fish ingredients



NO WHEAT

Allergy Risk
Reduction



HEALTHY JOINTS

Chondroitin Sulphate
& Glucosamine Sulphate



PSYLLIUM

For Energy
Content Reduction



DENTAL CARE

For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**

Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 24 %, crude oils and fats 9 %, crude fibre 4 %, crude ash 7 %, calcium 0.9 %, phosphorus 0.8 %, sodium 0.2 %

COMPOSITION:

poultry meat [fresh poultry meat 50 %, dried poultry 12.8 %, hydrolyzed poultry liver 3 %], rice, corn, dried sugar beet pulp [7 %], apple pomace [5 %], poultry fat, fish meal [2 %], flax seed, brewer's yeast, hen eggs, salmon oil, fructooligosaccharides [0.2 %], psyllium [0.1 %], calcium carbonate, glucosamine sulphate [0.06 %], chondroitin sulphate [0.05 %], yucca, natural antioxidant complex [0.02 %], rosemary extract [0.01 %]



15 kg

MAXI LIGHT

MAXI Senior

26/12

[% of proteins/fats]

14.7 MJ/kg

[energy value]

FOR ADULT DOGS OF LARGE BREEDS ABOVE 7 YEARS OF AGE

MADE FROM

73%

ANIMAL
INGREDIENTS



50% fresh chicken meat

19% dry chicken ingredients



4% fish ingredients



NO WHEAT
Allergy Risk
Reduction



ANTI AGING
Protective Complex



HEALTHY JOINTS
Chondroitin Sulphate
& Glucosamine Sulphate



DENTAL CARE
For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**
Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

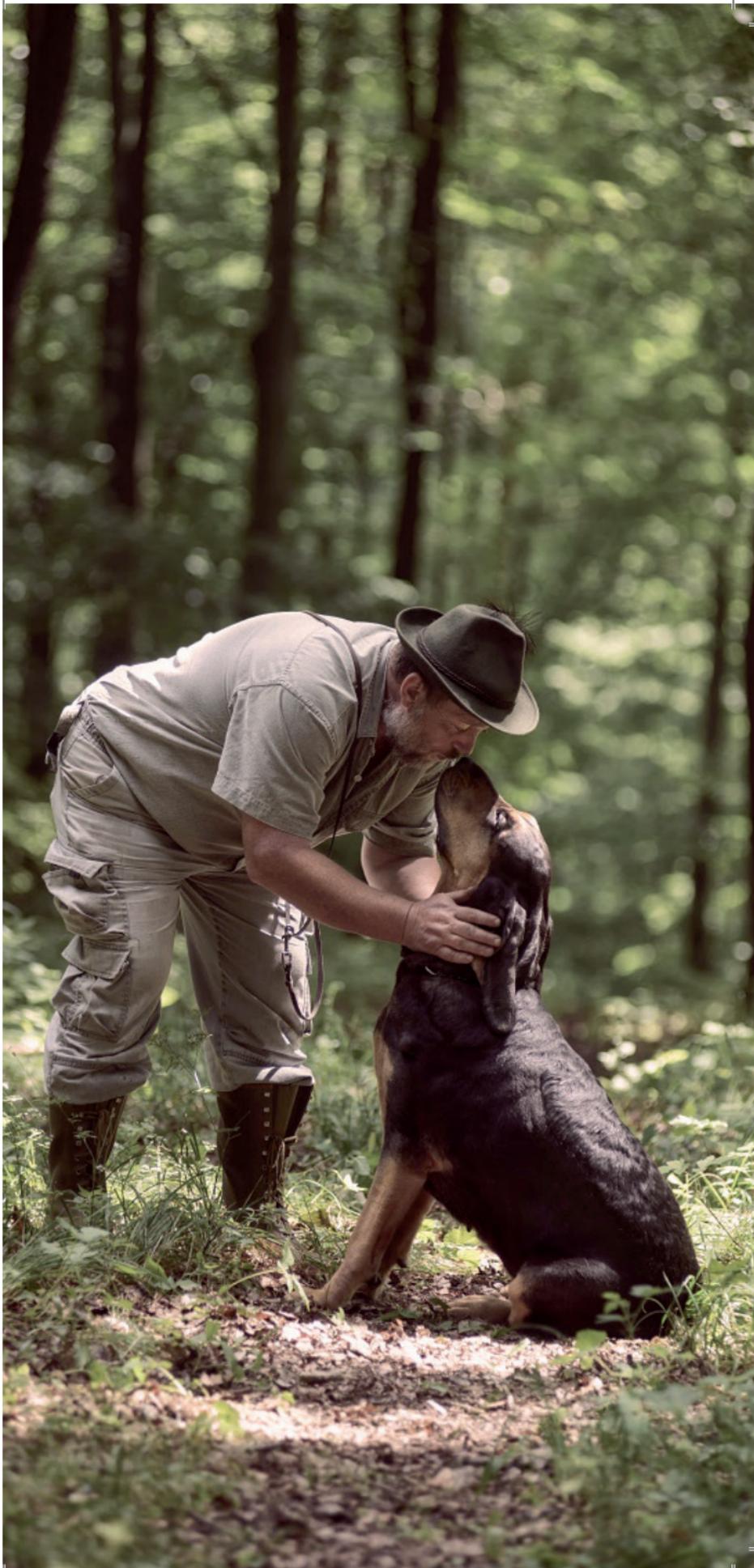
crude protein 26 %, crude oils and fats 12 %, crude fibre 2.5 %, crude ash 6.7 %, calcium 1.1 %, phosphorus 0.9 %, sodium 0.2 %

COMPOSITION:

poultry meat [fresh poultry meat 50 % in fresh, dried poultry 14.5 %, hydrolyzed poultry liver 3 %], rice, corn, poultry fat, fish meal [3.1 %], flax seed, dried sugar beet pulp, apple pomace, brewer's yeast, salmon oil [0.5 %], hen eggs, calcium carbonate, calcium hydrogen phosphate, fructo-oligosaccharides [0.2 %], glucosamine sulphate [0.06 %], chondroitin sulphate [0.05 %], yucca, natural antioxidant complex [0.02 %], rosemary extract [0.01 %]



15 kg



Fitmin LAMB & RICE

Just like humans, dogs may also suffer from various food allergies and intolerances, which is why our team of nutrition experts, together with leading breeders, developed a food that dogs with the most common allergies will not only benefit from, but also love.

Many dogs are allergic to wheat gluten and chicken. That's why we selected a gluten-free formula with other than chicken – a complete food based on lamb and rice.

Lamb is an excellent source of B vitamins, which are essential to **metabolic reactions in the body** (e.g. B₁₂ and thiamine). Lamb contains zinc, which is crucial for **growth, the healing of wounds and a healthy immune system**.

Rice as a component itself is characterised by its high digestibility, **making it an efficient food**. Rice has a high nutritional value. It contains complex carbohydrates, which means that it contains starch and fibre. Complex carbohydrates are digested slowly, which allows the body to use the energy released over a longer period of time. In comparison with other types of grain, rice proteins are considered to be among the best quality proteins. They contain eight essential amino acids that are the fundamental building blocks of muscles. Rice does not contain gluten, therefore it is used in a **gluten-free diet; it does not cause allergic reactions and is easily digestible**.

This food is, of course, also suitable for dogs who don't have any allergies and whose owner just wants to diversify their diet.

FOR SMALL, MEDIUM-SIZED AND LARGE ADULT DOGS



for adult dogs of small breeds from 10 months to 11 years of age

Mini Lamb & Rice

CRUDE
PROTEIN 24,5
FAT 16,4



for adult dogs of medium and large breeds from 18 months to 7 years of age

Medium/Maxi Lamb & Rice

CRUDE
PROTEIN 24,5
FAT 14,5



MINI LAMB & RICE

24,5/16,4

[% of proteins/fats]

16,2 MJ/kg

[energy value]

FOR ADULT DOGS OF SMALL BREEDS,
WITH MEDIUM ENERGY CONTENT

MADE FROM

70%



50% fresh lamb meat

16,7% dry lamb ingredients

ANIMAL
INGREDIENTS

3,2% lamb liver



MONOPROTEIN

Containing only lamb



PREBIOTICS

Support
Intestinal Microflora



NO WHEAT

NO CORN

Allergy Risk Reduction



DENTAL CARE

For Healthy Teeth



GMO FREE



ROSEMARY

EXTRACT

Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 24.5 %, crude oils
and fats 16.4 %, crude fibre 3 %,
crude ash 6.3 %, calcium 1.5 %,
phosphorus 0.95 %



COMPOSITION:

meat [fresh lamb and offal 50 %,
dried lamb 16.7 %, hydrolysed lamb
and offal 3.2 %], rice, peas, poultry
fat, whole grain rice, potato protein,
beet pulp, brewer's yeast, pressed
apples, pressed blackcurrants,
minerals, yucca, plant antioxidant
complex 0.02 %, chicory root 0.01 %

0,5 kg / 3 kg



MINI LAMB & RICE

MEDIUM/MAXI LAMB & RICE

24,5/14,5

[% of proteins/fats]

15,8 MJ/kg

[energy value]

FOR ADULT DOGS OF MEDIUM AND LARGE BREEDS,
WITH MEDIUM ENERGY CONTENT

MADE FROM

70%



50% fresh lamb meat

16,7% dry lamb ingredients

ANIMAL
INGREDIENTS

3,2% lamb liver



MONOPROTEIN
Containing only lamb



PREBIOTICS
Support
Intestinal Microflora



**NO WHEAT
NO CORN**
Allergy Risk Reduction



DENTAL CARE
For Healthy Teeth



GMO FREE



**ROSEMARY
EXTRACT**
Supports Liver
and Better Digestion

ANALYTICAL CONSTITUENTS:

crude protein 24.5 %, crude oils
and fats 14.5 %, crude fibre 3.1 %,
crude ash 6.4 %, calcium 1.5 %,
phosphorus 0.95 %



COMPOSITION:

meat [fresh lamb and offal 50 %,
dried lamb 16.7 %, hydrolysed lamb
and offal 3.2 %], peas, whole grain
rice, poultry fat, potato protein, beet
pulp, brewer's yeast, pressed apples,
pressed blackcurrants, minerals,
yucca, plant antioxidant complex
0.02 %, chicory root 0.01 %



3 kg / 14 kg



Kennel Fitmin

The **Fitmin brand** has its own breeding station that specialises in the Border Collie dog breed. The Fitmin Breeding Station was established in 2002, and since the very beginning, its main mission has been to raise healthy and happy dogs that can be used in the monitoring of the quality of Fitmin dog food.

The palatability tests carried out by the **Fitmin Breeding Station** are by no means drastic – at the regular feeding hour, dogs are simply offered two food choices, and the test team members initially observe what offering each dog chooses first and subsequently what each dog eats more of. It is also assessed how the dog is doing overall, what the quality of its hair is and what its mental and physical condition is. Everything is written down in tables and carefully evaluated; the results are then used for further development of the food.

Currently, a total of 12 Border Collies live at the breeding station – 11 females and one male, aged from puppies to seniors. All of these dogs are active and highly valued not only at exhibitions, but also



in work tests and sports competitions. They are mainly trained for agility and their traditional work – sheep herding; however, they can also be seen at dog-frisbee and dog-dancing competitions, and are used as therapy dogs.

For the entire existence of the station, we have successfully bred more than 166 “Fitmin dogs”. The station aims at delivering healthy and well-socialised puppies to their masters so that they give them joy and achieve good results at work and at sports alike. We organise regular meetings of masters of puppies from the **Fitmin Breeding Station** - that way we know how the dogs are doing with their masters and, of course, we are curious to see how they are doing in their “careers”. Some of the dogs are really successful: for example, two puppies from the very first litter at the breeding station, Atrey Fitmin and Aimy Fitmin, live in China. Their master is Teddy Chen, founder of the China Frisbee Club, where both dogs are very successful. The station has also managed to raise several guide dogs [these dogs had to undergo further special training, of course]. This tradition was started by Bernard Fitmin, followed by other dogs bred at the station.

Excellent physical and mental condition of our dogs is the best reference for the Fitmin brand.



Because I know,
what I feed







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