

I still remember my first dog Schnappi fondly, a sweet little mongrel. I really took her to my heart.

My love of dogs never left me and I have had three dogs of my own. And that is why, at Happy Dog, we do our utmost best to produce healthy dog food. For dogs of every size and every age and for every need.

Chewakka and Georg Müller,  
owner and CEO of Happy Dog

HAPPY DOG®

We are the home  
of healthy pet food.

Get happy.



Little people thinking big.



Patiently waiting  
for his walk.



Crickets... he better  
not beat me!



Just flop down, let your tongue  
hang out, take a little nap...



Go on, dare a peep!

My  
happy moment

We've always had dogs in my family. Big dogs, little dogs, cheeky dogs and greedy dogs. Like Jack, my grandparents' good-natured Labrador. I remember a garden party they once threw for the whole family where we all had to take something along. Mum and I made the most delicious pasta salad and placed in in the kitchen in a large bowl. When all the guests were out enjoying themselves granny and I decided to take a quick look into the kitchen. And that's when we saw Jack, up on the kitchen counter with the bowl of pasta between his paws and nose buried deep in our noodles. I was about to cry out when granny placed her finger to her mouth to silence me. She chased Jack away and whispered in my ear: "Elif, let's not touch anything, we make sure granddad and your dad are the first ones to be served and the two of us take what's left in the bottom." We had a lovely afternoon and they all enjoyed the noodles, especially Jack.

ELIF TOKGOEZ,  
INDUSTRIAL SALES  
ASSISTANT  
AT HAPPY DOG

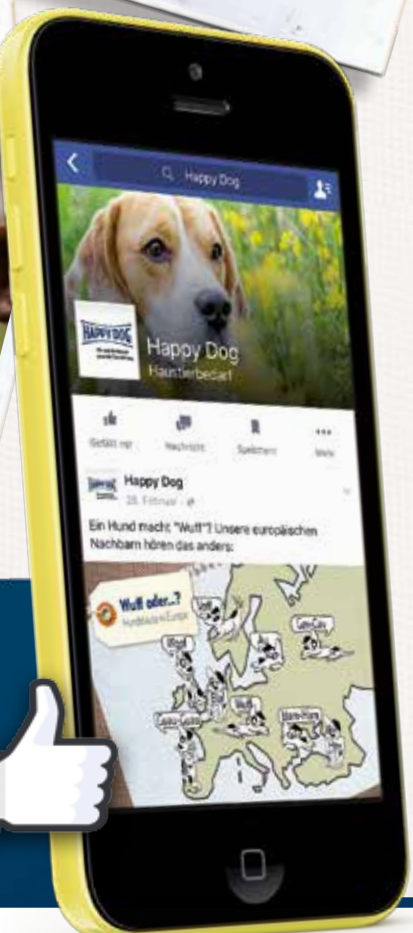


Share your happy moment  
with us in facebook  
or on our website  
[www.happydog.de/en](http://www.happydog.de/en)



we like it happy

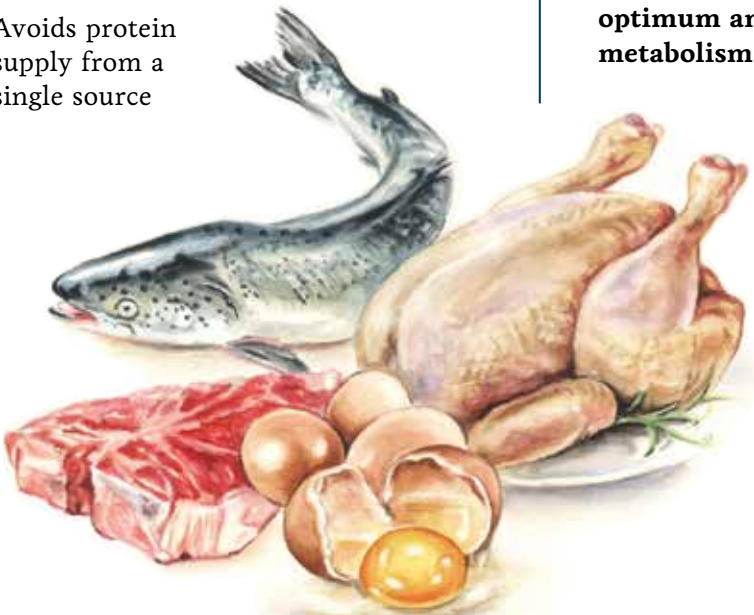
Competitions and games  
multimedia and more  
on our website.



## 1 Varied protein sources

We make use of the whole **biological variety of animal protein sources** in our recipes whether **meat, fish or egg** – from freshly butchered animals.

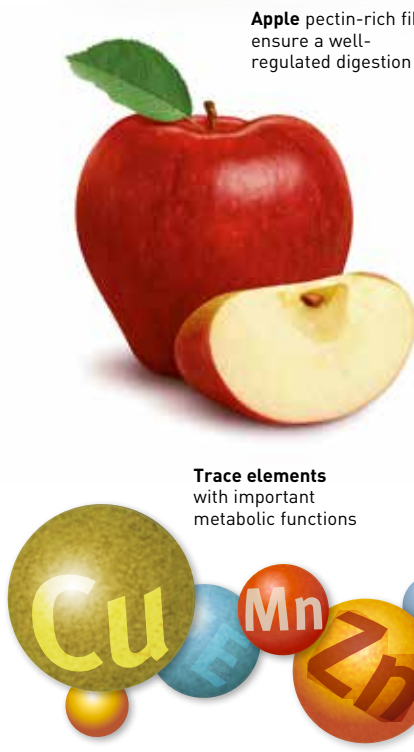
- A particularly varied and balanced diet
- Rich in high quality proteins
- Avoids protein supply from a single source



## What makes Happy Dog so unique?

### 2 The Happy Dog Natural Life Concept®

Natural products with **health-promoting properties** are indispensable for aiding **optimum and species-appropriate metabolism**.



Apple pectin-rich fibres ensure a well-regulated digestion

Trace elements with important metabolic functions



Linseed with vital omega 3 and omega -6 fatty acids for skin & hair

HAPPY DOG  
NATURAL LIFE CONCEPT®

Selected herbs for stomach, intestines and circulation

Green-tipped New Zealand mussels to support joint health



REBECCA SCHNEIDER  
VETERINARIAN IN  
THE HAPPY DOG  
SERVICE CENTRE



### 3 Moderate energy content

We ensure a moderate supply of energy. This protects against lifestyle diseases such as excess weight, joint problems, etc.

### 4 Quality you can trust

1. Happy Dog stands for the **very highest "Made in Germany" quality**.
2. We guarantee **optimum digestibility** (up to 90%).
3. No artificial colourings, flavourings, preservatives or soya.
4. We waive animal testing.
5. The strictest independent **tests guarantee you the highest level of quality**.

### 5 Individual consultation free of charge

Do you have questions about a product, about feeding or the health of your dog? We are happy to offer you our expert and individual advice free of charge.

• [service@happydog.de](mailto:service@happydog.de)





ENGLISH  
Chewakka and Georg Müller,  
owner and CEO of Happy Dog

## The following applies to Happy Dog Supreme:

- Super premium recipes made with gluten-free ingredients\*
- With the unique Natural Life Concept\*\*
- With New Zealand mussels to support joint health
- Best digestibility (up to 90%)

\* except for Irland and Mini Irland  
\*\* except for Africa and Karibik

## Get happy with...



We are the home of healthy pet food.

### YOUNG

- 2-phase diet for puppies and young dogs from 10 kg
- with poultry, salmon and egg for a varied protein supply



For medium-sized breeds (11-25 kg).

**Phase 1 Baby**  
From the 4th week up to and including the 5th month.

**Phase 2 Junior**  
From 6 months (after tooth change) through to 15 months.

### ADULT FIT & WELL

- 5 nutritious proteins for a varied protein supply



For dogs between 11-25 kg.

For dogs from 26 kg weight.

For senior dogs from 11 kg. Gentle on the internal organs.

For very active dogs. High proportion of animal based protein (80.5%).

### ADULT LIGHT



For weight loss. Full of roughage and particularly filling.

For weight maintenance. Only 6.5% fat.

Grain-free



For very sensitive puppies of all breeds.

### ADULT SENSIBLE

- The solution to nutritional problems, or for those wishing to feed something special.



For dogs with food intolerances and allergies. Single Protein: African ostrich.

For dogs with food intolerances and allergies. Single Protein: Salt-water fish from sustainable fisheries.

Ideal for active, sensitive dogs. With salmon, rabbit, lamb & potato.

Particularly easy on the stomach and the gut. With lamb & rice.

Perfect for skin & coat. With salmon & rabbit.

Ideal for neutered dogs. With duck & salmon. Only 7.5% fat.

### SNACKS



Single Protein Soft-Snacks: duck, rabbit or lamb

## The following applies to NaturCroq:

- Premium quality with best price/performance ratio
- Up to 80% raw ingredients from indigenous cultivation
- With precious herbs



For puppies of all breeds.

For normally active dogs.

With lamb & rice - Also for sensitive dogs.

Varied croquette mix. With cottage cheese & spinach.

For dogs of large and very large breeds.

For working dogs, agility, sport & play.

For all senior dogs.

For normally active dogs. With 5 nutritious proteins.

For weight maintenance. Only 7% fat.

For senior dogs. Gentle on the internal organs.

Ideal for neutered dogs. With duck & salmon. Only 7.5% fat.

Particularly gentle on the stomach and the gut. With lamb & rice.

Perfect for skin and coat. With salmon and rabbit.

For dogs with food intolerances and allergies. Single Protein: African ostrich.

Ideal for active sensitive dogs with delicate tummies. With salmon, rabbit, lamb & potato.

## FLAKES

FlockenMixer (Flake Mixer) Supplementary flakes for Mix with meat.

FlockenVollkost (Wholesome food flakes) Highly digestible wholesome flaked food.



Perfect for allergies – 7 tasty varieties  
Pure meat: ostrich, buffalo, duck, beef, lamb, turkey and game

## SPECIALS

Nutritional Supplements & Diet food



For dogs with joint, tendon and Intervertebral disc problems, gluten-free.

Vitamins, minerals and trace elements, gluten-free.

For dogs with skin & coat problems, grain-free.

For high-performance.

Light food for dogs with chronic renal disease.



## MEAT PURE



Grain-free