MERA®

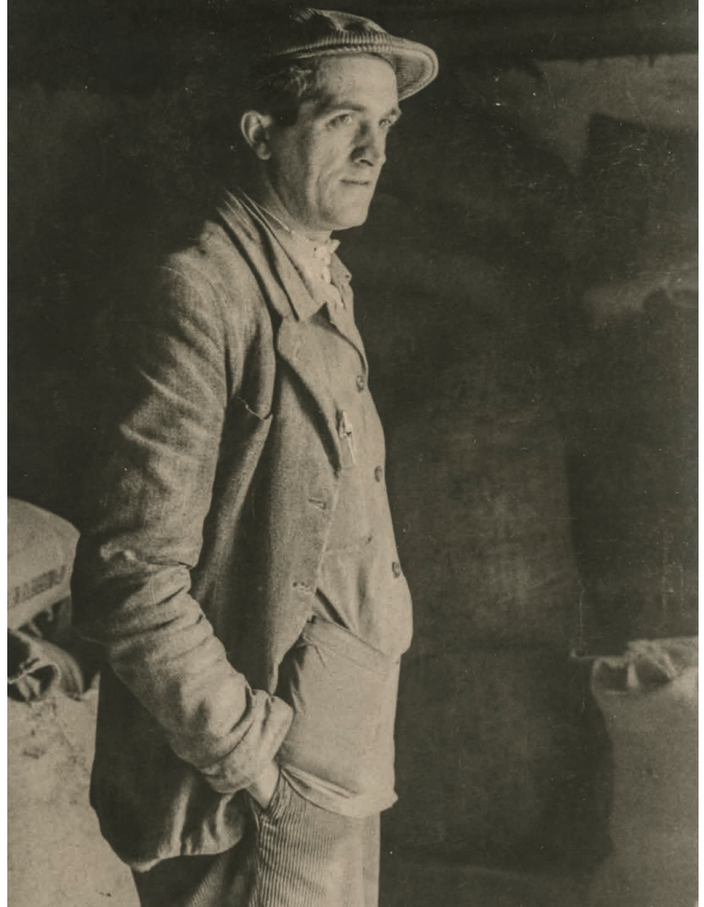
The Petfood Family

MERA – The Petfood Family

Our passion is the well-being and health of your pet. Even today, as the 3rd generation family business, our efforts focus on developing high quality food concepts shaped to your pet's needs. Hence, our premium grade ingredients, our highest quality measurements and carefully processed pet foods in Germany explain our tradition. Responsibility, honesty and reliability are at heart of our actions. Caring for one another is the secret to a lifetime relationship.

Vom Familienbetrieb für
das Familientier seit 1949

MADE IN GERMANY



Holistic nutrition for every cat‘s life.

Our philosophy

For three generations, our company has been driven by a passion for providing honest, innovative and nutritional food concepts for family pets. Our goal is to produce high-quality dog and cat food that supports your pets to live long and enjoy a healthy life. That’s why we avoid using exotic ingredients just because it is currently trendy. Being caring and mindful towards people, animals and nature is at the heart of everything we do. Wherever possible, we source our ingredients from the local area – from Kevelaer in the Lower Rhine region in Germany.

Country Taste

A taste of the country for the more adventurous family cat: our holistic **Country Taste** range features high-quality, natural food for cats that love the great outdoors.Our grain-free recipes deliver a delicious and varied menu with plenty of fresh poultry meat (25%) and high-quality, local ingredients.

finest fit

Our family recipes for healthy nutrition that’s in line with your pet’s needs: **finest fit** complete food products are wheat-free, contain plenty of fresh poultry and are tailored to the individual needs of your cats. From kittens to senior, they offer the best holistic care your cat could possibly need.

finest fit

food good - mood good!
The optimal holistic care for your darling.

A cat's life is full of exciting challenges. That is why, together with our nutritional scientists, we have carefully developed the premium feed range finest fit, which actively supports the individual requirements of your family cat in each stage of its life. The specially developed recipes with fresh meat and selected vitamins and minerals represent an ideal all-round care for your four-legged friend. All the ingredients in the finest fit recipes are wheat-free and undergo regular checks to ensure their high quality.

With **finest fit**, we have deliberately avoided colourants, flavourings, preservatives, flavour enhancers, genetically modified ingredients, sugar, soya or vitamin K_3.

The species-appropriate and holistic nutritional concept.

Every cat is unique. That is why **finest fit** provides a tailored nutrition concept to meet your cat's specific needs. There are individual recipes for every stage of life – from kittens to seniors – as well as concepts for special needs after castration, food intolerances, skin and hair issues and for large cat breeds such as Maine Coon.

High-quality ingredients and excellent acceptance
The well-being of your pet is our passion. Therefore MERA combines **finest fit** high-quality ingredients with important vitamins and minerals.

Holistic nutrition concept
The optimum nutrition concept for the most varied of needs – from kittens to seniors. Available as dry food, wet food or snack.

finest fit

Kitten

Special features:

- For cats/kittens up to one year
- Colostrum to boost the immune response
- Linseed, salmon oil and sunflower oil to improve skin and coat
- Yeast and Yucca schidigera to support the immune system
- Inulin for stable gut flora

Especially suitable for:
growing cats

Dry food:

Analytical constituents:

protein 38%, fat content 20%, raw fibre 2,5%, crude ashe 7,5%, calcium 1,35%, phosphorus 1,05%, sodium 0,5%, magnesium 0,09%.

Additives per kg:

Nutritional additives:
vitamin A 20.000IE, vitamin D3 1.600IE, vitamin E 400mg, vitamin C 200mg, taurine 2.000mg, copper (as copper-II-sulphate, pentahydrate) 15mg, zinc (as zinc sulphate, monohydrate) 100mg, zinc (as zinc glycine chelate, hydrate) 60mg, iron (as iron-(II)-sulphate, monohydrate) 250mg, manganese (as manganese-(II)-sulphate, monohydrate) 30mg, iodine (as calcium iodate, anhydrous) 2mg, selenium (as sodium selenite) 0,35mg.

Technological additives:
antioxidants.

Composition:

poultry protein (33,5%, partially dried and hydrolysed), rice (18%), fresh poultry meat (15%), corn gluten, poultry fat, beet pulp (dried, 2,5%), linseed (2%), salmon oil (1,6%), lignocellulose (1,4%), sunflower oil (1,1%), liver hydrolysate (1%, dried), brewer's yeast (dried), bovine colostrum (0,5%, rich in immunoglobulins), sodium chloride, potassium chloride, chicory inulin (0,2%), yeast cell walls (dried, = 0,042% beta glucane and 0,038% mannan oligosaccharides), raspberries*, blackberries*, blueberries*, yucca schidigera powder.
* 0.03% of each, dried.

Feeding recommendation:

Age in months	2	3	4	6	8	10	12
Daily intake, g	50–55	60–65	70–75	80–90	80–90	80–90	75–80

Pack sizes: 400 g, 1,5 kg, 4 kg, 10 kg

Wet food:

Analytical constituents:

protein 11,5%, fat content 6%, raw fibre 0,4%, crude ashe 2,2%, moisture 79%.

Additives per kg:

Nutritional additives:
vitamin D3 200 IE., zinc (as zinc sulphate, monohydrate), 25mg, manganese (as manganese-II-sulphate, monohydrate) 1,4mg, copper (as copper-II-sulphate, pentahydrate) 1mg, iodine (as calcium iodate, anhydrous) 0,75mg, taurine 500mg.

Composition:

chicken (72% consisting of chicken heart, chicken meat, chicken liver, chicken stomach, chicken neck), 25% stock, 1% minerals, 0,5% raspberries, 0.5% blackberries, 0,5% blueberries, 0,2% inulin, 0,1% salmon oil, 0,1% sunflower oil, 0,1% brewer's yeast.

Feeding recommendation:

Body weight, kg	2–3	4–5	6–8
Pouches	up to 2	up to 3	up to 4

Pack sizes: 85 g

finest fit

Indoor

Special features:

- Linseed, salmon oil and sunflower oil to improve skin and coat
- Increased lignocellulose and dried beet pulp content to help prevent hairballs
- Yeast and Yucca schidigera to support the immune system
- Inulin for stable gut flora

Especially suitable for:
adult house cats

Dry food:

Analytical constituents:

protein 34%, fat content 14%, raw fibre 4%, crude ashe 7,5%, calcium 1,25%, phosphorus 0,95%, sodium 0,7%, magnesium 0,1%.

Additives per kg:

Nutritional additives:
vitamin A 20.000IE, vitamin D3 1.600IE, vitamin E 400mg, vitamin C 200mg, taurine 2.000mg, copper (as copper-II-sulphate, pentahydrate) 15mg, zinc (as zinc sulphate, monohydrate) 100mg, zinc (as zinc glycine chelate, hydrate) 60mg, iron (as iron-(II)-sulphate, monohydrate) 250mg, manganese (as manganese-(II)-sulphate, monohydrate) 30mg, iodine (as calcium iodate, anhydrous) 2mg, selenium (as sodium selenite) 0,35mg.

Technological additives:
antioxidants.

Composition:

poultry protein (25,5%, partially dried and hydrolysed), rice (25%), fresh poultry meat (15%), corn gluten, poultry fat, lignocellulose (3,5%), beet pulp (dried, 3%), linseed (2%), liver hydrolysate (1%, dried), sodium chloride, salmon oil (0,8%), sunflower oil (0,5%), potassium chloride, calcium sulphate (anhydrous), chicory inulin (0,2%), yeast cell walls (dried, = 0,042% beta glucane and 0,038% mannan oligosaccharides), raspberries*, blackberries*, blueberries*, yucca schidigera powder.
* 0,03% of each, dried.

Feeding recommendation:

Body weight, kg	2	3	4	5	6	7	8
Daily intake, g	30	40	45	55	60	65	70

Pack sizes: 400 g, 1,5 kg, 4 kg

Wet food:

Analytical constituents:

protein 10,4%, fat content 5,9%, raw fibre 0,6%, crude ashe 2,2%, moiture 80%.

Additives per kg:

Nutritional additives:
vitamin D3 200 IE., zinc (as zinc sulphate, monohydrate), 25mg, manganese (as manganese-II-sulphate, monohydrate) 1,4mg, copper (as copper-II-sulphate, pentahydrate) 1mg, iodine (as calcium iodate, anhydrous) 0,75mg, taurine 500mg..

Composition:

chicken (70% consisting of chicken heart, chicken meat, chicken liver, chicken stomach, chicken neck), 26,4% stock, 1% minerals, 0,5% raspberries, 0,5% blackberries, 0,5% blueberries, 0,5% inulin, 0,3% cellulose, 0,1% salmon oil, 0,1% sunflower oil, 0,1% brewer's yeast.

Feeding recommendation:

Body weight, kg	2–3	4–5	6–8
Pouches	up to 2	up to 3	up to 4

Pack sizes: 85 g

finest fit

Outdoor

Special features:

- Linseed, salmon oil and sunflower oil to improve skin and coat
- Increased lignocellulose and dried beet pulp content to help prevent hairballs
- Yeast and Yucca schidigera to support the immune system
- Inulin for stable gut flora
- Glucosamine and chondroitin sulphate to support the joints

Especially suitable for:
adult outdoor cats

Dry food:

Analytical constituents:

protein 30%, fat content 18%, raw fibre 3,5%, crude ashe 7,2%, calcium 1,2%, phosphorus 0,95%, sodium 0,55%, magnesium 0,08%.

Additives per kg:

Nutritional additives:
vitamin A 20.000IE, vitamin D3 1.600IE, vitamin E 400mg, vitamin C 200mg, taurine 2.000mg, copper (as copper-II-sulphate, pentahydrate) 15mg, zinc (as zinc sulphate, monohydrate) 100mg, zinc (as zinc glycine chelate, hydrate) 60mg, iron (as iron-(II)-sulphate, monohydrate) 250mg, manganese (as manganese-(II)-sulphate, monohydrate) 30mg, iodine (as calcium iodate, anhydrous) 2mg, selenium (as sodium selenite) 0,35mg.

Technological additives:
antioxidants.

Composition:

rice (26%), poultry protein (25,5%, partially dried and hydrolysed), fresh poultry meat (15%), corn gluten, poultry fat, beet pulp (dried, 3%), lignocellulose (3%), linseed (2%), salmon oil (1,5%). liver hydrolysate (1%, dried), sunflower oil (1%), sodium chloride, potassium chloride, monocalcium phosphate, calcium sulphate (anhydrous), chicory inulin (0,2%), yeast cell walls (dried, = 0,042% beta glucane and 0.038% mannan oligosaccharides), raspberries*, blackberries*, blueberries*, yucca schidigera powder, glucosamine from animal tissues (0,02%), chondroitin sulphate (0,01%).
* 0,03% of each, dried.

Feeding recommendation:

Body weight, kg	2	3	4	5	6	7	8
Daily intake, g	45	55	65	75	85	95	105

Pack sizes: 400 g, 1,5 kg, 4 kg, 10 kg

Wet food:

Analytical constituents:

protein 10,5%, fat content 6%, raw fibre 0,6%, crude ashe 2,2%, moisture 80%.

Additives per kg:

Nutritional additives:
vitamin D3 200 IE., zinc (as zinc sulphate, monohydrate), 25mg, manganese (as manganese-II-sulphate, monohydrate) 1,4mg, copper (as copper-II-sulphate, pentahydrate) 1mg, iodine (as calcium iodate, anhydrous) 0,75mg, taurine 500mg.

Composition:

chicken (70% consisting of chicken heart, chicken meat, chicken liver, chicken stomach, chicken neck), 26,2% stock, 1% minerals, 0,5% raspberries, 0,5% blackberries, 0,5% blueberries, 0,5% inulin, 0,3% cellulose, 0,2% green lipped mussel extract, 0,1% salmon oil, 0,1% sunflower oil, 0,1% brewer's yeast.

Feeding recommendation:

Body weight, kg	2–3	4–5	6–8
Pouches	up to 2	up to 3	up to 4

Pack sizes: 85 g

finest fit

Senior 8+

Special features:

- Decreased phosphorus content to relieve the kidneys
- Lower sodium content to help prevent water retention
- Psyllium husks to aid digestion
- Linseed, salmon oil and sunflower oil to improve skin and coat
- Increased lignocellulose and dried beet pulp content to help prevent hairballs
- Yeast and Yucca schidigera to support the immune system
- Inulin for stable gut flora
- Glucosamine and chondroitin sulphate to support the joints

Especially suitable for:
adult cats aged 8 and older

Dry food:

Analytical constituents:

protein 29%, fat content 14%, raw fibre 5%, crude ashe 6%, calcium 0,82%, phosphorus 0,68%, sodium 0,5%, magnesium 0,08%.

Additives per kg:

Nutritional additives:
vitamin A 24.000IE, vitamin D3 1.600IE, vitamin E 600mg, vitamin C 400mg, taurine 2.000mg, copper (as copper-II-sulphate, pentahydrate) 15mg, zinc (as zinc sulphate, monohydrate) 100mg, zinc (as zinc glycine chelate, hydrate) 60mg, iron (as iron-(II)-sulphate, monohydrate) 250mg, manganese (as manganese-(II)-sulphate, monohydrate) 30mg, iodine (as calcium iodate, anhydrous) 2mg, selenium (as sodium selenite) 0,35mg.

Technological additives:
antioxidants.

Composition:

rice (30%), poultry protein (18%, partially dried and hydrolysed), fresh poultry meat (15%), corn gluten, poultry fat, lignocellulose (4,4%), beet pulp (dried, 3,5%), linseed (2%), salmon oil (1%). liver hydrolysate (1%, dried), sunflower oil (0,7%), sodium chloride, potassium chloride, calcium carbonate, chicory inulin (0,2%), psyllium husks (0,2%), yeast cell walls (dried, = 0,042% beta glucane and 0,038% mannan oligo-saccharides), glucosamine from animal tissues (0,04%), raspberries*, blackberries*, blueberries*, chondroitin sulphate (0,02%), grape marc (0,02%), yucca schidigera powder, hop extract (0,01%).
* 0.03% of each, dried

Feeding recommendation:

Body weight, kg	2	3	4	5	6	7	8
Daily intake, g	30	40	45	55	60	65	70

Pack sizes: 400 g, 1,5 kg, 4 kg

Wet food:

Analytical constituents:

protein 10,1%, fat content 5,6%, raw fibre 0,6%, crude ashe 2,4%, moisture 81%.

Additives per kg:

Nutritional additives:
vitamin D3 200 IE., zinc (as zinc sulphate, monohydrate), 25mg, manganese (as manganese-II-sulphate, monohydrate) 1,4mg, copper (as copper-II-sulphate, pentahydrate) 1mg, iodine (as calcium iodate, anhydrous) 0,75mg, taurine 500mg.

Composition:

chicken (68% consisting of chicken heart, chicken meat, chicken liver, chicken stomach), 28,1% stock, 1% minerals, 0,5% raspberries, 0,5% blackberries, 0,5% blueberries, 0,5% inulin, 0,3% cellulose, 0,2% green lipped mussel extract, 0,1% salmon oil, 0,1% sunflower oil, 0,1% brewer's yeast, 0,1% psyllium husks.

Feeding recommendation:

Body weight, kg	2–3	4–5	6–8
Pouches	up to 2	up to 3	up to 4

Pack sizes: 85 g

finest fit
Sterilized

Special features:

- Increased protein content to help build and preserve muscle
- Lower fat content
- Higher crude fibre content
- Psyllium husks to support digestion
- Linseed, salmon oil and sunflower oil to improve skin and coat
- Lignocellulose and dried beet pulp to help prevent hairballs
- Yeast and Yucca schidigera to support the immune system
- Inulin for stable gut flora
- Glucosamine and chondroitin sulphate to support the joints

Especially suitable for:
adult spayed or castrated cats

Dry food:

Analytical constituents:
protein 38%, fat content 11%, raw fibre 6%, crude ashe 7,5%, calcium 1,3%, phosphorus 1%, sodium 0,6%, magnesium 0,09%.

Additives per kg:
Nutritional additives:
vitamin A 20.000IE, vitamin D3 1.600IE, vitamin E 400mg, vitamin C 200mg, L-carnitine 100mg, taurine 2.000mg, copper (a copper-II-sulphate, pentahydrate) 15mg, zinc (as zinc sulphate, monohydrate) 100mg, zinc (as zinc glycine chelate, hydrate) 60mg, iron (as iron-(II)-sulphate, monohydrate) 250mg, manganese (as Manganese-(II)-sulphate, monohydrate) 30mg, iodine (as calcium iodate, anhydrous) 2mg, selenium (as sodium selenite) 0,35mg.

Technological additives:
antioxidants.

Composition:
poultry protein (31%, partially dried and hydrolysed), rice (22%), fresh poultry meat (15%), corn gluten, lignocellulose (5,5%), beet pulp (dried, 3%), poultry fat, linseed (1,5%), liver hydrolysate (1%, dried), sodium chloride, salmon oil (0,4%), sunflower oil (0,25%), chicory inulin (0,2%), psyllium husks (0,2%), yeast cell walls (dried, = 0,042% beta glucane and 0,038% mannan oligosaccharides), calcium sulphate (anhydrous), cranberries (0,1%), yucca schidigera powder, glucosamine (0,02%), chondroitin sulphate (0,01%).

Feeding recommendation:

Body weight, kg	2	3	4	5	6	7	8
Daily intake, g	30	40	45	55	60	65	70

Pack sizes: 400 g, 1,5 kg, 4 kg, 10 kg

Wet food:

Analytical constituents:
protein 10%, fat content 4,5%, raw fibre 0,8%, crude ashe 2,3%, moisture 81%.

Additives per kg:
Nutritional additives:
vitamin D3 200 IE., zinc (as zinc sulphate, monohydrate), 25mg, manganese (as manganese-II-sulphate, monohydrate) 1,4mg, copper (as copper-II-sulphate, pentahydrate) 1mg, iodine (as calcium iodate, anhydrous) 0,75mg, L-carnitine 200mg, taurine 500mg.

Composition:
chicken (67% consisting of chicken heart, chicken meat, chicken liver, chicken stomach, chicken neck), 29,8% stock, 1% minerals, 1% cranberries, 0,5% inulin, 0,3% cellulose, 0,2% green lipped mussel extract, 0,1% salmon oil, 0,1% sunflower oil, 0,1% brewer's yeast.

Feeding recommendation:

Body weight, kg	2–3	4–5	6–8
Pouches	up to 2	up to 3	up to 4

Pack sizes: 85 g

finest fit

Sensitive Stomach

Special features:

- Easily digestible protein hydrolysate
- Psyllium husks to support digestion
- Linseed, salmon oil and sunflower oil to improve skin and coat
- Lignocellulose and dried beet pulp to help prevent hairballs
- Yeast and Yucca schidigera to support the immune system
- Inulin for stable gut flora
- Camomile

Especially suitable for:
adult cats

Dry food:

Analytical constituents:

protein 32%, fat content 15%, raw fibre 3%, crude ashe 7,5%, calcium 1,28%, phosphorus 1%, sodium 0,6%, magnesium 0,09%.

Additives per kg:

Nutritional additives:
vitamin A 20.000IE, vitamin D3 1.600IE, vitamin E 400mg, vitamin C 200mg, taurine 2.000mg, copper (as copper-II-sulphate, pentahydrate) 15mg, zinc (as zinc sulphate, monohydrate) 100mg, zinc (as zinc glycine chelate, hydrate) 60mg, iron (as iron-(II)-sulphate, monohydrate) 250mg, manganese (as manganese-(II)-sulphate, monohydrate) 30mg, iodine (as calcium iodate, anhydrous) 2mg, selenium (as sodium selenite) 0,35mg.

Technological additives:
antioxidants.

Composition:

Hchicken protein (32,5%, partially dried and hydrolysed), rice (32%), fresh chicken meat (15%), egg powder (4%), chicken fat, beet pulp (dried, 2,5%), lignocelluose (2%), linseed (2%), liver hydrolysate (1%, dried), salmon oil (0,8%), sodium chloride, sunflower oil (0,5%), potassium chloride, chicory inulin (0,2%), calcium sulphate, psyllium husks (0,2%), yeast cell walls (dried, = 0,042% beta glucane and 0,038% mannan oligosaccharides), chamomile blossom (0,1%), yucca schidigera powder.

Feeding recommendation:

Body weight, kg	2	3	4	5	6	7	8
Daily intake, g	30	40	45	55	60	65	70

Pack sizes: 400 g, 1,5 kg, 4 kg, 10 kg

Wet food:

Analytical constituents:

protein 10,3%, fat content 5,6%, raw fibre 0,5%, crude ashe 2,4%, moisture 80%.

Additives per kg:

Nutritional additives:
vitamin D3 200 IE., zinc (as zinc sulphate, monohydrate), 25mg, manganese (as manganese-II-sulphate, monohydrate) 1,4mg, copper (as copper-II-sulphate, pentahydrate) 1mg, iodine (as calcium iodate, anhydrous) 0,75mg, taurine 500mg.

Composition:

chicken (70% consisting of chicken heart, chicken meat, chicken liver, chicken stomach, chicken neck), 27,7% stock, 1% minerals, 0,5% camomile, 0,5% inulin 0,1% salmon oil, 0,1% sunflower oil, 0,1% brewer's yeast.

Feeding recommendation:

Body weight, kg	2 – 3	4 – 5	6 – 8
Pouches	up to 2	up to 3	up to 4

Pack sizes: 85 g

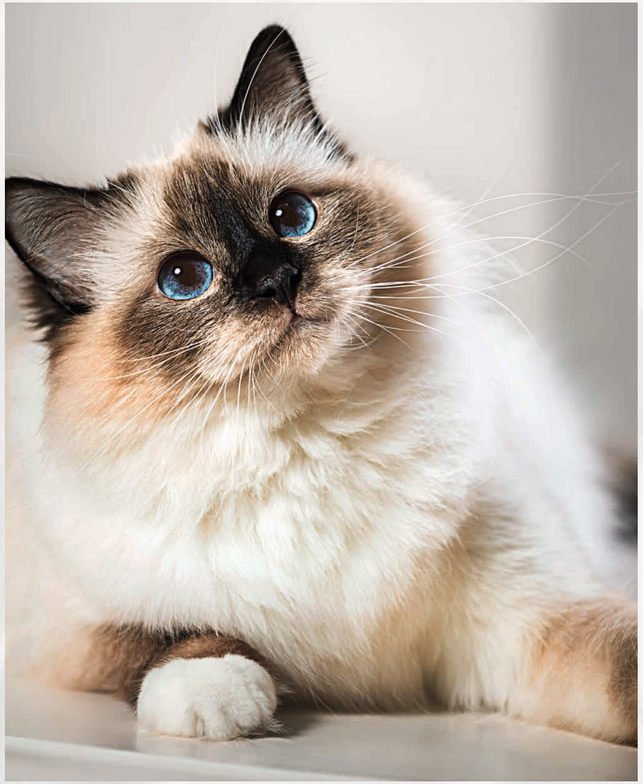
finest fit

Hair & Skin

Special features:

- Linseed, salmon oil, borage oil and sunflower oil to improve skin and coat
- DHA from seaweed for important omega-3 fatty acids
- Lignocellulose and dried beet pulp to help prevent hairballs
- Yeast and Yucca schidigera to support the immune system
- Inulin for stable gut flora

Especially suitable for:
adult cats



Dry food:

Analytical constituents:

protein 28%, fat content 14,5%, raw fibre 4%, crude ashe 7,5%, calcium 1,18%, phosphorus 0,93%, sodium 0,55%, magnesium 0,09%, omega-6 fatty acids 2,7%, omega-3 fatty acids 1,3%.

Additives per kg:

Nutritional additives:
vitamin A 22.000IE, vitamin D3 1.600IE, vitamin E 600mg, vitamin C 200mg, taurine 2.000mg, biotin 2,000mcg, copper (as copper-II-sulphate, pentahydrate) 15mg, zinc (as zinc sulphate, monohydrate) 100mg, zinc (as zinc glycine chelate, hydrate) 60mg, iron (as iron-(II)-sulphate, monohydrate) 250mg, manganese (as manganese-(II)-sulphate, monohydrate) 30mg, iodine (as calcium iodate, anhydrous) 2mg, selenium (as sodium selenite) 0,35mg.

Technological additives:
antioxidants.

Composition:

rice (35%), poultry protein (24%, partially dried and hydrolysed), fresh poultry meat (15%), corn gluten, lignocellulose (3,5%), beet pulp (dried, 2,5%), salmon oil (3%), linseed (2%), poultry fat, liver hydrolysate (1%, dried), sodium chloride, potassium chloride, calcium sulphate, chicory inulin (0,2%), seaweed meal (rich in DHA), sunflower oil (0,2%), yeast cell walls (dried, = 0,042% beta glucane and 0,038% mannan oligosaccharides), borage oil (0,05%), yucca schidigera powder.

Feeding recommendation:

Body weight, kg	2	3	4	5	6	7	8
Daily intake, g	30	40	45	55	60	65	70

Pack sizes: 400 g, 1,5 kg, 4 kg

Wet food:

Analytical constituents:

protein 10,3%, fat content 5,8%, raw fibre 0,5%, crude ashe 2,4%, moisture 80%.

Additives per kg:

Nutritional additives:
vitamin D3 200 IE., biotin 300µg, zinc (as zinc sulphate, monohydrate), 25mg, manganese (as manganese-II-sulphate, monohydrate) 1,4mg, copper (as copper-II-sulphate, pentahydrate) 1mg, iodine (as calcium iodate, anhydrous) 0,75mg, taurine 500mg.

Composition:

chicken (70% consisting of chicken heart, chicken meat, chicken liver, chicken stomach, chicken neck), 28% stock, 1% minerals, 0.5% inulin 0,2% salmon oil, 0,2% sunflower oil, 0,1% brewer's yeast.

Feeding recommendation:

Body weight, kg	2 – 3	4 – 5	6 – 8
Pouches	up to 2	up to 3	up to 4

Pack sizes: 85 g

finest fit

Giant

Special features:

- Large croquettes
- Linseed, salmon oil and sunflower oil to improve skin and coat
- Lignocellulose and dried beet pulp to help prevent hairballs
- Yeast and Yucca schidigera to support the immune system
- Inulin for stable gut flora
- Glucosamine and chondroitin sulphate to support the joints

Especially suitable for:
large-breed adult cats

Dry food:

Analytical constituents:

protein 34%, fat content 20%, raw fibre 4%, crude ashe 7,5%, calcium 1,22%, phosphorus 0,95%, sodium 0,55%, magnesium 0,09%.

Additives per kg:

Nutritional additives:
vitamin A 20.000IE, vitamin D3 1.600IE, vitamin E 400mg, vitamin C 200mg, taurine 2.000mg, copper (as copper-II-sulphate, pentahydrate) 15mg, zinc (as zinc sulphate, monohydrate) 100mg, zinc (as zinc glycine chelate, hydrate) 60mg, iron (as iron-(II)-sulphate, monohydrate) 250mg, manganese (as manganese-(II)-sulphate, monohydrate) 30mg, iodine (as calcium iodate, anhydrous) 2mg, selenium (as sodium selenite) 0,35mg.

Technological additives:
antioxidants.

Composition:

poultry protein (26,5%, partially dried and hydrolysed), rice (22%), fresh poultry meat (15%), corn gluten, poultry fat, lignocellulose (3.5%), beet pulp (dried, 3%), linseed (2,5%), salmon oil (1,7%), sunflower oil (1%), liver hydrolysate (1%, dried), sodium chloride, potassium chloride, chicory inulin (0,2%), seaweed meal (rich in DHA), yeast cell walls (dried, = 0,042% beta glucane and 0,038% mannan oligosaccharides), psyllium husks (0,1%), glucosamine (0,04%), chondroitin sulphate (0,02%), yucca schidigera powder.

Feeding recommendation:

Body weight, kg	4	5	6	7	8	9	10
Daily intake, g	55	60	70	75	80	90	95

Pack sizes: 400 g, 1,5 kg, 4 kg

Wet food:

Analytical constituents:

protein 10,7%, fat content 6,1%, raw fibre 0,5%, crude ashe 2,4%, moisture 80%.

Additives per kg:

Nutritional additives:
vitamin D3 200 IE., zinc (as zinc sulphate, monohydrate), 25mg, manganese (as manganese-II-sulphate, monohydrate) 1,4mg, copper (as copper-II-sulphate, pentahydrate) 1mg, iodine (as calcium iodate, anhydrous) 0,75mg, taurine 500mg.

Composition:

chicken (70% consisting of chicken heart, chicken meat, chicken liver, chicken stomach, chicken neck), 28% stock, 1% minerals, 0,5% inulin, 0,2% green lipped mussel extract, 0,1% brewer's yeast, 0,1% salmon oil, 0,1% sunflower oil.

Feeding recommendation:

Body weight, kg	4–5	6–8	9–10
Pouches	up to 3	up to 4	up to 5

Pack sizes: 85 g

FAQ

What is colostrum?

Colostrum is the first milk produced by a cow and is rich in immunity-building ingredients, vitamins and minerals. It boosts the immune system and the growth factors it contains can support wound healing. The colostrum we use comes from German dairy cows, is sterilised and is free from antibiotics.

What are antioxidants and what types are used in feed?

Antioxidants are extremely important for organisms. They inactivate free radicals that can damage cellular matter and that animals are exposed to daily in their environments. To boost cell protection, we use the natural antioxidants vitamin C, vitamin E, beta-carotene and selenium in our products. We also use many other valuable ingredients in our food, such as salmon and sunflower oil to provide your cat with unsaturated omega-3 and omega-6 fatty acids. The disadvantage to using these unsaturated fatty acids is that they are more chemically unstable so can quickly become rancid. Rancid fat actually has negative effects on health because it also attacks cell substance. To prevent the fat from turning rancid (a process called oxidation), stronger antioxidants are needed than the natural ones mentioned above. This is why we use synthetically manufactured BHA. It is around four times more effective than natural antioxidants and meets food and pet food regulations. There is consensus among nutritionists today that the harmful effects of rancid fats on an organism are potentially far more serious than the theoretical effects of synthetic antioxidants. The approval of synthetic antioxidants in food and pet food have a clearly defined maximum threshold. Because of that there is no risk to health. Their use below these thresholds poses no risk to health.

Is food with a high proportion of meat best for my cat?

It is in a cat‘s nature to love meat. However, foods containing a very high proportion of meat are not always the best for every animal. Lots of meat also means lots of protein and fat. Family pets with normal activity levels may end up getting more than they need, which could in turn lead them to put on weight or could even cause symptoms such as itching.

By contrast, very active pets need a lot of protein and fat and are better off with a product containing a high percentage of meat. We offer the right food for cats of all activity levels – with high or moderate meat content.

What food should I use if my cat is prone to struvite stones?

Unfortunately, struvite stones is a problem that affects many cats. This is why all finest fit dry food products for adult cats contain a formula to help prevent struvite stones.

First of all, the food has a higher sodium content. This allows for increased water absorption, which flushes out the urinary tract. This means any new struvite crystals are immediately expelled. However, the most effective method of protecting against struvite stones is acidification of a cat‘s urine. Acidic urine prevents the formation of stones and dissolves any existing crystals. A perfectly balanced blend of minerals in food can facilitate this acidification. A positive side effect of acidic urine is that it also reduces the risk of urinary tract infections.

My cat has allergies – can they still eat food containing colostrum?

If it‘s a beef allergy, it‘s fine to go ahead and give them food containing colostrum. A cow‘s milk allergy is more problematic. However, we do remove casein from our colostrum during processing. This is the most common trigger of reactions to cow‘s milk. This is most cats with cow‘s milk allergies can tolerate the colostrum we use.

What is the difference between an intolerance and an allergy?

With a food intolerance, an organism is not able to digest one or more specific food ingredients and may react with symptoms such as diarrhoea, vomiting or gas. A common example is lactose intolerance, where the body does not create enough enzymes to break down the lactose in milk products.

This is very different from an allergy, which is where the immune system overreacts to what are actually harmless proteins. These proteins can be found in flea saliva, in the surrounding environment or in food. In addition to digestive issues, allergic reactions can cause itching. If there is any reason to suspect your cat has a food allergy, an exclusion diet can help you to identify what is triggering it.

Why are there such large variations in the colour of the food?

There are two reasons for this. Firstly, the food is a natural product. Like meat bought from a butcher, the meat we use in our products can vary in colour. Irrespective of this, the fat sprayed on to the croquettes following production is absorbed to different degrees. If the fat remains on the surface, a croquette will look darker.

How do I switch my cat from biologically appropriate raw food (BARF) to dry food?

Feeding your cat a balanced raw diet is not easy; often, the meals are not based on their needs and it can even lead to deficiencies or oversupply. It is important to be cautious when switching from a BARF diet to balanced prepared food because the pH value of gastric acid in cats fed a raw diet is very low. Slowly mixing in increasing portions of the new food will help prevent any digestive problems.

Why does the size of the croquettes vary from pack to pack?

MERA dry food is produced in a machine called an extruder, which steams the food under extremely high pressure. When the food leaves the extruder, the pressure drops and the residual moisture suddenly evaporates. The croquettes then „puff up“, similar to a corn kernel when making popcorn. Some croquettes expand more than others due to their natural ingredients, resulting in croquettes of different sizes.

What is hydrolysed protein?

Hydrolysed means that the protein is broken down into its individual components, so amino acids. These amino acids are no longer able to trigger an allergic reaction because they are too small to be recognised by the immune system as a protein. The type of animal the hydrolysed protein comes from is irrelevant for allergy sufferers.

Do you add vitamin K_3 to your products?

No, we do not add vitamin K3 to our products.

Are carbohydrates in cat food harmful?

Unlike dogs, cats are genuine carnivores. Despite this, cats also need adequate amounts of carbohydrates. In a healthy cat, it doesn‘t really matter where they get this from; it could be from the stomach contents of prey, cat grass or the carbohydrates in dry food.

What should I do if my pet is constipated?

Constipation can have many different causes and should always be taken seriously. For example, it could be due to eating bones, insufficient movement or exercise or some hair they‘ve swallowed.

Psyllium husk, which is included in finest fit Sensitive Stomach, can help resolve constipation. If the issues persist, consult your veterinarian.

My pet has joint problems. What can I do?

From a nutritional and physiological standpoint, maintaining an optimum weight is the most important factor to consider with joint diseases. The less your pet weighs, the lower the strain on their joints. At the same time, they need to build strong muscles. Shellfish powder and its ingredients glucosamine and chondroitin sulphate can also help. Both substances are integral elements of joints.

We use glucosamine and chondroitin sulphate in our recipes designed for cats that may be dealing with increased stress on their joints. These include our finest fit Kitten, Senior 8+ and Outdoor products.

Can I mix dry and wet food?

Yes, it‘s perfectly fine to mix dry and wet food. Concerns about this being harmful because they stay in the stomach for different amounts of time are unfounded. The body has no problems digesting foods that remain in the stomach for different periods.

Is cold-pressed food better quality than extruded food?

It is a misconception that cold-pressed food is produced in a gentler way and therefore contains more natural vitamins. Although the food is not subjected to any additional heat in this production process, the core temperature of the croquettes must still reach at least 75°C in order to kill off germs. Furthermore, the food is subjected to such enormous pressure that this alone causes it to heat up. If the croquettes are heated to 75°C on the inside via pressure, they become extremely hot on the outside – and for a longer period too.

By contrast, extruded food is simply steamed at 120°C for 30 seconds.

Should I add additional oils or dietary supplements to the food, to improve my pet‘s health?

The fats in all our food recipes are carefully combined for optimum results. This includes ensuring the correct ratio of omega-3 to omega-6 fatty acids. If you add more oil, this ratio will inevitably be skewed and results may no longer be optimal.

Dietary supplements containing additional vitamins and minerals can even be harmful to your pet. All our complete feeds are 100% balanced and provide your pet with everything they need, as required. Supplements could even lead to excess consumption of certain vitamins and minerals, which may result in health problems.

How should I store cat food?

Our dry food can simply be stored in a container and kept in a cool, dry place. Some products even come with resealable packaging, making it easier to store.

Does your company perform animal testing?

No, we do not perform animal testing.

Why are there such large variations in the colour of the food?

There are two reasons for this. Firstly, the food is a natural product. Like meat bought from a butcher, the meat we use in our products can vary in colour. Irrespective of this, the fat sprayed on to the croquettes following production is absorbed to different degrees. If the fat remains on the surface, a croquette will look darker.

Glossary

Amino acids

Amino acids are the building blocks of proteins. They possess certain chemical characteristics that allow them to join together to form long chains. In the organism of an animal, there are 20 different standard amino acids that vary in incidence. Amino acids play an essential role in the nutrition of mammals such as people, dogs and cats. This need is easily met with a balanced diet made up of different animal and plant proteins.

Antioxidants

Antioxidants are substances that prevent the oxidation of other ingredients. In the body, they protect cells by neutralising free radicals. And in doing so, they help to protect against a large number of illnesses. Antioxidants are added to all MERA food products in order to prevent ingredients from chemically reacting with atmospheric oxygen. Valuable fats are processed with monounsaturated and polyunsaturated fatty acids that, without the use of antioxidants, would become rancid and harmful to health.

Fibre

Most fibres are plant polysaccharides that are largely indigestible. They have various effects on the body and lots of nutritional benefits. Firstly, they bulk up the volume of food without the need for additional energy supply. Some kinds also bind large volumes of water, causing them to swell up and increase the feeling of fullness. The increased volume of the food causes it to press more firmly against the intestinal walls, stimulating the rhythmic movement of the intestines (peristalsis).

Beta-carotene

Beta-carotene is the precursor to vitamin A (retinol) and is therefore sometimes called provitamin A. It can be found in yellow, orange and dark green fruits and vegetables.

Beta-glucan

Beta-glucans can be acquired from the cell walls of yeasts and stimulate the immune system. The scavenger cells of the immune system feature receptors that beta-glucans can bind to. This activates the cells and stimulates the immune response.

Biotin

Biotin is also known as vitamin B7 or vitamin H. A component of certain enzymes, it plays a role in the metabolism and regulates gene activity. It is found in many foods, but only in very small quantities. In particular, yeast, beef liver and egg yolk contain a lot of biotin.

Calcium

Calcium is the most common mineral occurring in the body, although 98% of it is contained in the bones and teeth. If needed, some of the calcium stored in the bones can be released and made available to other parts of the body. Calcium is important for the transfer of stimuli in the nervous and muscular systems. It also controls cell division and blood clotting, activates enzymes and stabilises cell membranes.

Carbohydrate

Along with fats and proteins, carbohydrates are one of the energy sources found in food. Monosaccharides (simple sugar), disaccharides (double sugar) and oligosaccharides are soluble in water, while polysaccharides (like starch) are either barely or not soluble in water at all and have a neutral taste. MERA food products have no added sugar, but they do contain natural starch from plant ingredients.

Cellulose

Cellulose is a type of fibre and is an indigestible polysaccharide for the vast majority of animals. It is the main component of plant cell walls and the most common organic compound. Cellulose is essential to regulate digestion because it cannot be broken down by the body: its long-chain molecules are able to bind to large quantities of liquids. This causes them to swell up and increase the volume of food so it presses more firmly against the intestinal walls, stimulating the rhythmic movement of the intestines (peristalsis). In turn, this helps prevent constipation.

Chloride

Chloride ions are needed to form gastric acid, to control water intake and to transfer signals between cells.

Chondroitin sulphate

Chondroitin sulphate is, like glucosamine, found in the joints. It is a macromolecule that forms an important part of cartilage.

Colostrum

Colostrum (called colostral or first milk in cows) is the initial milk produced by mammals immediately after birth. It provides the mother's offspring with vital antibodies. Thanks to its unique combination of immunoglobulins, growth factors, antimicrobial agents, vitamins and minerals, colostrum strengthens the body's own defences in newborn animals. This immunity-boosting effect is not only limited to ruminant animals; it applies across all species and is therefore important in the healthy nutrition of cats.

Copper

Copper is a trace mineral that is involved in the formation of red blood cells and tissue and in the production of colour pigments. It also boosts the immune system and supports tissue repair and iron absorption.

Crude ash

To calculate the crude ash content, a sample is burned until its weight no longer decreases. At this point, all organic components have been burnt and the residue represents the crude ash value. This contains the minerals in the food.

Crude fibre

Crude fibre refers to the proportion of food that remains following treatment with diluted acids and alkaline solutions. The major component of the remnants is cellulose.

Energy source

In terms of nutrition, energy sources are grouped as carbohydrates, proteins and fats.

Extrusion

All of our dry food products are manufactured using the extrusion procedure. Here, the food is steamed under high pressure at 120°C for 30 seconds. Thanks to the short period of time that the food is exposed to heat, almost all vitamins remain. Following extrusion, the croquettes are sprayed with fats and oils and, depending on the recipe, with heat-sensitive ingredients like colostrum.

Fats

Of the three energy sources, fats are the richest in energy. They are made up of a backbone of glycerine and three chemically bound fatty acids. In the body, fats are mainly found in cell membranes or are used to store energy. Fats that are in a liquid state at room temperature (20°C) are known as oils. Whether it is liquid or solid depends on the chemical composition of the relevant fatty acids. We distinguish between saturated and unsaturated (monounsaturated and polyunsaturated) fatty acids, with unsaturated fatty acids being particularly important from a nutritional perspective. However, a high volume of polyunsaturated fatty acids can cause food to become rancid more quickly. This is why antioxidants are mixed into the food. Fats can be sourced from animal and plant products. We use a variety of valuable fats and oils in MERA products such as poultry fat, salmon oil and sunflower oil.

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Free radicals

Free radicals are parts of molecules with a reactive electron. This means they are extremely reactive and attack the body's own molecules, which in turn become free radicals themselves. This triggers a chain reaction that can lead to countless chemically changed and no longer functional molecules within the body. In the worst-case scenario, this can lead to cancer if the DNA is attacked. Free radicals can either enter the body from the external environment or can occur independently. Antioxidants protect the body against free radicals by serving as a binding partner for the reactive molecules.

Glucosamine

Glucosamine is a component of connective tissue, cartilage and synovial (joint) fluid. Multiple studies have shown it to have a protective effect on joints and it is used in selected MERA products together with chondroitin sulphate. Both substances are found in the New Zealand green-lipped mussel.

Gluten

Gluten is a combination of proteins that occurs in some cereals. It is gluten that gives dough its chewy texture. In cats with intolerances, certain components of gluten can cause inflammation in the intestinal mucosa. Gluten is found in wheat, rye, oats and barley. Rice and corn are gluten-free.

Immune system

The immune system is the body's own defence system. It prevents pathogens such as viruses, bacteria, fungi and parasites from entering an organism, or destroys germs that do get in. In the cellular part of blood, different types of white blood cells act to destroy pathogens at random or produce specific antibodies to fight off germs.

Inulin

Inulin is a combination of different polysaccharides. It is used by plants as a means to store energy, where it is found in bulbs. A valuable form of fibre, it promotes the formation and maintenance of healthy gut flora by nourishing „good" bacteria that can then oust putrid bacteria (a probiotic effect).

Iron

Iron is mostly involved in the transport of oxygen to all parts of the body. It is a component of haemoglobin in red blood cells, where it binds to oxygen molecules. Furthermore, it is found in many enzymes and plays a role in the metabolism. Unlike many other minerals, iron can be stored in the body. The protein complex that undertakes this is called ferritin. Vitamin C supports the absorption of iron in the body.

Iodine

Iodine is primarily needed by the body for thyroid hormones. These are essential to the metabolism and to the growth of certain cells. A clear iodine deficiency can cause the thyroid not to function properly and potentially lead to reduced production of thyroid hormones.

Joule

The joule (J) is the standard unit for measuring energy. It replaced the previous energy unit, kilocalories (kcal). One kilocalorie corresponds to 4.184kJ.

L-carnitine

L-carnitine is a biochemical compound that plays an important role in metabolism. Together with coenzyme A, it forms a receptor for fatty acids so they can be broken down. L-carnitine is made within the body from the amino acids lysine and methionine. However, the body can only make a limited amount. So L-carnitine must also be consumed. It can be found in red meat, particularly in lamb and mutton.

Lutein

Lutein is a carotenoid and is mainly found in leafy vegetables. In the body, it is found in the eye, where its antioxidant effects can help to preserve vision.

Magnesium

In the body, around half of magnesium is found in soft tissue, and half in the skeleton. It is best known for its effect as a co-enzyme or a component of enzymes. It is also essential for the transmission of signals in nerve cells and regulates electrical charges on cell membranes.

Manganese

Manganese is a versatile trace mineral that is essential for all life forms. It is a component of various enzymes that are involved in a huge range of metabolic processes. It is also involved in the production of bone tissue, cartilage, insulin and sex/thyroid hormones. Manganese is absorbed by the small intestine and can be stored in the liver, bones, kidneys and pancreas.

Mannan-oligosaccharide

Mannan-oligosaccharides are a type of polysaccharide and are used in MERA products as a form of fibre and part of the immune complex. They cause germs to lump together so that they can no longer accumulate on the intestinal wall and are expelled via the digestive system. They also provide nutrients to healthy gut flora, which helps them to multiply and in turn leads to the removal of pathogenic germs.

Minerals

Minerals are inorganic nutrients that the body cannot produce itself but must absorb via food. They can be divided up into trace minerals and macrominerals. Macrominerals are minerals that are needed in larger quantities. They include calcium, chlorine, potassium, magnesium, phosphorus, sulphur and sodium. Trace minerals are only needed in smaller amounts. They include cobalt, iron, fluorine, iodine, copper, manganese, molybdenum, selenium, silicon, vanadium and zinc.

Omega-3 and omega-6 fatty acids

Omega-3 and omega-6 fatty acids are unsaturated fatty acids that are important components of cell membranes and have a variety of jobs in the body. For example, they regulate blood pressure and seem to protect against inflammation. Certain omega-3 and omega-6 fatty acids compete for metabolisation. So there appears to be an ideal ratio in terms of how much omega-3 and omega-6 fatty acids to consume. The ratio recommended by the German Nutrition Society (DGE) is 5:1. We therefore try to stick as close as possible to this ratio in all MERA
product recipes. The fatty acids are added through the inclusion of salmon and sunflower oil, as well as linseed.

Phosphorus

Phosphorus and its chemical compounds are essential for all living organisms. It is mainly found in bone tissue (approx. 80%) and is also part of the scaffolding of DNA and various molecules that regulate the metabolism. The attachment of phosphate residue, called phosphorylation, is a common mechanism for regulating the activity of various proteins. Bound to lipids, phosphorus is a component of every cell membrane and is also found in bone tissue. It is important to reduce the phosphorus content in food for older animals to take the strain off the kidneys.

Physiological calorific value/metabolisable energy

The physiological calorific value of a foodstuff is the amount of energy that can be made available to an organism via metabolisation. This value is specified in kilojoules (kJ) or in (the outdated unit) kilocalories (kcal) per 100g.

Potassium

Potassium is one of the most important macrominerals in the body, where it regulates a large number of biochemical processes. Its jobs include forming and conducting electrical impulses in the heart, regulating cell growth, maintaining blood pressure, controlling the acid-base balance, regulating the distribution of hormones, converting carbohydrates and protein synthesis.

Protein

Proteins are molecules that comprise more than 100 amino acids. They can be thought of as the building blocks of an organism because the order the amino acids come in is coded via DNA, giving a life form its appearance. What a protein actually looks like and what characteristics it has depends on its primary structure, so the order of the individual amino acids. In total, there are 20 different amino acids in an organism, which behave like the letters in a text; in other words they result in very different information depending on the order they are in.

Provitamins

Provitamins are chemical precursors to vitamins. Examples include provitamin A (alpha-, beta- and gamma-carotene) as a precursor to vitamin A, or dexpanthenol, which can be transformed into pantothenic acid.

Salts

Salts are chemical compounds made up of positively and negatively charged ions. These are pulled towards one another and form a grid-like structure in a solid state. Usually when we talk about salt, we mean cooking salt (sodium chloride). But from a nutritional perspective, there are a whole host of other salts that are extremely important. Most minerals needed by organisms are available in foods as salts (e.g. phosphate, nitrate, iodide or magnesium, calcium, potassium, manganese, copper, zinc or ferrous (iron) salts).

Selenium

Selenium works as an antioxidant, protecting cells against attacks by free radicals. It is also a cofactor in various enzymes.

SeniorPlus complex

All MERA Senior products have reduced sodium and phosphorus content in order to help prevent water retention and take the strain off the kidneys. The quantity of vitamins is increased in order to boost cell protection. Glucosamine and chondroitin sulphate, which come from New Zealand green-lipped mussels, are components of joint tissue.

Sodium

After calcium and potassium, sodium is the third most numerous ion in the body. It is involved in the active movement of cellular matter, regulates the difference in electrical charges between the inside and outside of cells, and controls the transfer of stimuli in nerve cells. Furthermore, it adjusts the body's water retention and impacts enzyme activity and the preservation of bone structure.

Struvite stones

Struvite is a component of kidney and urinary stones and forms in alkaline conditions. Cats are affected by struvite stones particularly often because their urine has a high pH value.

Sulphur

Sulphur and its compounds are found in all organisms. It is found in certain amino acids which, among other things, form keratin. This can be found in the skin, coat and claws.

Taurine

Taurine is an organic acid that plays a key role in cat nutrition. It can be found in free form in animal muscles and organs. Taurine is involved in the absorption of dietary fats, the transmission of signals in the nervous system, brain development and cardiac function. It also has an antioxidant effect. Cats need to absorb taurine from food because they can only produce it themselves in very small quantities. Furthermore, cats lose a fairly significant amount of taurine in the form of bile salts in the intestines. A taurine deficiency can lead to developmental problems in young cats. Adult cats with a deficiency may exhibit a variety of clinical symptoms, including but not limited to: reproductive issues, retinal degeneration, hearing loss, immunodeficiencies, clumping of platelets or heart defects.

Vitamins

Vitamins are required by more complex organisms, including cats, for a wide range of bodily functions. They must be absorbed from food because, in most cases, an organism cannot synthesise vitamins itself in sufficient quantities. We distinguish between water-soluble (e.g. vitamin C) and fat-soluble vitamins (e.g. vitamin A). An animal will require a different amount of each vitamin depending on their age, breed, gender, health level and living conditions. Our food recipes include the amount of each vitamin required to meet the daily needs of cats in different situations.

Vitamin A

Vitamin A is a blend of critical chemical compounds (e.g. retinol, retinal and retinoic acids in humans) that perform a variety of jobs in an organism. They can be absorbed from food or be made by the body from carotenes. Retinol preserves the nerve cells and supports the formation of red blood cells and the incorporation of iron into these cells. Additionally, retinol boosts the immune system by strengthening white blood cells and increasing their numbers. Vitamin A also plays an important role in protein synthesis and fat metabolism and regulates bone formation and healing. Last but not least, vitamin A supports healthy skin and mucous membranes and protects against DNA damage in skin cells.

Vitamin B

Vitamin B is a group of eight water-soluble vitamins that are precursors to various coenzymes. They are available in both animal and plant foodstuffs..

Vitamin C

Vitamin C (ascorbic acid) is an organic acid with a variety of functions. Natural ascorbic acid is primarily found in fruit and vegetables. Ascorbic acid supports iron absorption in the small intestine and promotes the body's own defences. Vitamin C is an effective antioxidant. Unlike humans, cats are able to produce vitamin C independently.

Vitamin D

The overarching name vitamin D actually includes five different D-vitamins (vitamins D1 to D5)
. Vitamin D3, which is added to all MERA products, plays a key role in regulating the level of calcium in the blood and in bone generation. Vitamin D cannot just be obtained from food and food supplements; it is also produced in the skin cells with the aid of UVB radiation. It is important to be aware that cats with thick, long coats and darker colour skin may produce less vitamin D than cats with short coats and light skin.

Vitamin E

Vitamin E covers fat-soluble substances that have an antioxidant effect. The most common types of vitamin E are tocopherol and tocotrienol, with the latter purported to have a particularly strong antioxidant effect. By intercepting free radicals, vitamin E protects cell membranes. Vitamin E is also thought to play a role in the development of the nervous system and in regulating the functions of reproductive organs.

Vitamin K

As cofactors, K-vitamins regulate blood clotting, bone formation and cellular growth. They can be synthesised from provitamins by the body itself or consumed in food. We do not add vitamin K3 to our products.

Yucca schidigera

Yucca schidigera is a type of yucca plant and provides valuable vitamins and minerals. Thanks to their chemical properties, its saponins are able to bind to toxic or odorous substances in the intestines such as ammonium or hydrogen sulphide. This has a positive effect on intestinal flora.

Zinc

Zinc is a component of lots of enzymes and, as such, performs a variety of functions. It is responsible for certain steps in carbohydrate, fat and protein metabolism, plays a role in the building of DNA and cellular growth, is a cofactor of many hormones and stabilises the immune system.

MERA finest fit

MERA Country Taste

			Kitten	Indoor	Outdoor	Senior 8+	Sterilized	Sensitive Stomach	Hair & Skin	Giant	Rind	Lachs	Huhn	Ente	Kaninchen	Truthahn
Nutritional analysis	Protein	%	38,0	34,0	30,0	29,0	38,0	32,0	28,0	34,0	32,0	32,0	32,5	33,0	32,0	32,0
	Fat content	%	20,0	14,0	18,0	14,0	11,0	15,0	14,5	20,0	18,0	18,0	18,0	18,0	18,0	18,0
	Crude fibre	%	2,5	4,0	3,5	5,0	6,0	3,0	4,0	4,0	5,0	5,0	5,0	5,0	5,0	5,0
	Crude ash	%	7,5	7,5	7,2	6,0	7,5	7,5	7,5	7,0	7,8	7,8	7,6	7,8	8,0	7,5
Additives per kg	Calcium	%	1,35	1,25	1,25	0,82	1,30	1,30	1,18	1,22	1,20	1,20	1,20	1,25	1,40	1,20
	Phosphorus	%	1,05	0,95	0,9	0,68	1,0	1,0	0,93	0,95	1,05	1,05	1,05	1,05	1,05	0,95
	Sodium	%	0,50	0,70	0,55	0,50	0,60	0,60	0,55	0,55	0,50	0,55	0,55	0,40	0,55	0,50
	Potassium	%	0,76	0,76	0,76	0,76	0,76	0,76	0,76	0,76	0,76	0,76	0,80	0,76	0,76	0,76
	Magnesium	%	0,09	0,10	0,08	0,08	0,09	0,09	0,09	0,09	0,10	0,10	0,10	0,10	0,09	0,10
	Iron	mg/kg	250	250	250	250	250	250	250	250	250	250	250	250	250	250
	Zinc	mg/kg	160	160	160	200	160	160	160	160	160	160	180	180	180	180
	Copper	mg/kg	15,0	15,0	15,0	15,0	15,0	15,0	15,0	15,0	15,0	15,0	15,0	15,0	15,0	15,0
	Manganese	mg/kg	35	30	30	30	35	30	30	30	35	35	35	35	35	35
	Selenium	mg/kg	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35	0,35
	Iodine	mg/kg	2,3	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,8	2,8	2,8	2,8	2,8	2,8
	Taurine	mg/kg	2.000	2.000	2.000	2.000	2.000	2.000	2.000	2.000	2.000	2.000	2.000	2.000	2.000	2.000
Additives per kg	Vitamin A	IU/kg	20.000	20.000	20.000	24.000	20.000	20.000	20.000	12.000	16.000	16.000	16.000	16.000	16.000	16.000
	Vitamin D3	IU/kg	1.600	1.600	1.600	1.600	1.600	1.600	1.600	1.500	1.600	1.600	1.600	1.600	1.600	1.600
	Vitamin E	mg/kg	400	400	400	600	400	400	400	400	300	300	300	300	300	200
	Vitamin C	mg/kg	200	200	200	400	200	200	200	300	---	---	---	---	---	---
	Vitamin B1	mg/kg	15	15	15	15	15	15	15	15	15	15	15	15	15	15
	Vitamin B2	mg/kg	15	15	15	15	15	15	15	15	15	15	15	15	15	15
	Vitamin B6	mg/kg	12	12	12	12	12	12	12	12	12	12	12	12	12	12
	Vitamin B12	mg/kg	250	250	250	250	250	250	250	200	220	220	220	220	220	220
	Folic acid	mg/kg	2,0	2,0	2,0	2,0	2,0	2,0	2,0	1,8	1,6	1,6	1,6	1,6	1,6	1,6
	Biotin	mcg/kg	500	500	500	500	500	500	500	500	400	400	400	400	400	400
	Choline chloride	mg/kg	2.800	3.400	3.200	3.300	3.400	3.400	3.300	3.300	3.300	3.300	3.300	3.300	3.300	3.300
Energy-content	Metabolisable energy	kJ/100g	1.715	1.550	1.630	1.545	1.470	1.590	1.545	1.670	1.625	1.620	1.625	1.625	1.605	1.625

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