

# Iams ProActive Nutrition helps support 7 signs of healthy vitality in your dog



Natural fibre for a balanced digestion



Vitamin E to support a healthy immune system.



Vitamins and minerals for strong bones and supple joints.



High quality protein from chicken, to help maintain body condition and muscle mass.



Crunchy kibble to help reduce tartar build-up, keep teeth clean and gums healthy.



An optimal balance of Omega 3 & 6 fatty acids to promote a healthy skin and shiny coat.



Essential nutrients to support heart and body health.



Good for Life  
**IAMS**

# How Does Your Dog Food Compare to Iams?

Check what's in your dog food

IAMS<sup>®</sup>

How does your dog food stack up?

<b>Chicken is the No. 1 ingredient*</b> for strong muscles and healthy heart	✓	?
<b>Egg</b> for overall health and vitality	✓	?
<b>Fish Oil</b> for Healthy Skin and Shiny Coat	✓	?
<b>Beet Pulp Fibre</b> for Healthy Digestion	✓	?
<b>Calcium</b> for Strong Bones	✓	?
<b>Antioxidants (Vitamin E)</b> for Strong Immune System	✓	?
<b>No added Artificial Colours, Flavours or Preservatives</b>	✓	?
<b>No. of feeds per bag (3kg)**</b>	<b>33</b>	?

\* except Iams puppy large breed and adult light.

\*\* based upon the average requirements of an adult 20kg dog, based on 2 meals per day.



Good for Life  
**IAMS**<sup>®</sup>