

CHICKEN & POTATO DOG FORMULA



FOR ALL STAGES OF LIFE

- ❖ Human Grade Chicken
- ❖ Wholesome Grains Without Corn
- ❖ Selected Fruits & Vegetables
- ❖ Chelated Minerals
- ❖ Pre-Biotics
- ❖ Omega 6 & 3 Fatty Acids
- ❖ Flaxseed & Canola Oil

MAXIM Chicken & Potato Holistic Dry Dog Food contains wholesome, natural ingredients for the concerned health-conscious pet owner. Drug-free proteins, chemical-free grains, chelated minerals, chosen fruits & vegetables and oils are combined to produce this beneficial and highly digestible diet. Not only is MAXIM Chicken & Potato truly palatable, but the balance of fatty acids and skin & coat conditioners will help to keep your dog healthy and happy, inside and out! Maxim is formulated to meet or exceed the nutritional levels established by the AAFCO dog food nutrient profile for all stages of a dog's life.

INGREDIENTS:

Chicken, Chicken Meal, Potato, Brown Rice, Oatmeal, Chicken Fat (preserved with mixed tocopherols, a source of vitamin E), Menhaden Fish Meal, Flaxseed, Dried Whole Egg, Beet Pulp, Natural Flavour, Salt, Canola Oil, Vitamin Supplements (A, D, E), Dried Apple, Dried Carrots, Dried Peas, Choline Chloride, Calcium Carbonate, Zinc Sulphate, Ferrous Sulphate, Yucca Schidigera Extract, Chicory Inulin Extract, Ascorbic Acid (Vitamin C), Rosemary Extract, Chelated Minerals (zinc, copper, manganese, iron), Lecithin, DL-Methionine, Niacin, Copper Sulphate, Manganese Sulphate, Calcium Pantothenate, Riboflavin, Thiamine Mononitrate, Biotin, Pyridoxine Hydrochloride, Sodium Selenite, Vitamin B12, Calcium Iodate, Folic Acid, Menadione Sodium Bisulphite Complex (source of Vitamin K Activity).

GUARANTEED ANALYSIS:

Crude Protein (min.) 25.0%
 Crude Fat (min.) 15.0%
 Crude Fibre (max.) 4.0%
 Moisture (max.) 10.0%
 Calorie Content: ME (Metabolizable Energy) 3550 kcal/kg

FEEDING GUIDE:

ADULT		PUPPY (Feed 1/3 amount shown, three times a day)			
1 Year +		Weaning to 5 months		5 Months to 1 Year	
Size	Cups/Day	Size	Cups/Day	Size	Cups/Day
2-5 kg	½-1	2-5 kg	1 ¾-2	2-5 kg	1-1 ½
10-15 kg	1 ¾-2 ¼	7.5-10 kg	2 ¾-3 ¼	7.5-10 kg	2-2 ½
20-25 kg	2 ¾-3 ¼	12.5-15 kg	4-4 ½	12.5-17.5 kg	3-3 ¾
30-40 kg	3 ¾-4 ¾	17.5-20 kg	5-5 ½	20-25 kg	4 ¼-5
45-60 kg	5-6 ¼	22-25 kg	6-6 ½	30-40 kg	5 ¾-7
70-100 kg	7-9 ¼	30-35 kg	7 ½-8 ½	45-60 kg	7 ¾-9 ½

Each cup (1 Cup = 250 ml) holds approximately **120 g** of food.

Refer to the chart for the recommended daily food intake. Adjust as necessary for ideal weight maintenance. Always consult your veterinarian. Your dog may eat more or less depending on age, breed and lifestyle. When introducing **MAXIM Chicken & Potato**, mix it gradually with your dog's current food in increasing amounts over 1-2 weeks. For pregnant dogs, feed approximately 1 1/2 times the recommended adult amount. During lactation, feed up to 2-3 times the recommended adult amount.

YOUR DOG SHOULD ALWAYS HAVE ACCESS TO FRESH WATER.

FISH & POTATO DOG FORMULA

FOR ALLERGIES OR SENSITIVE DOGS



- ❖ Menhaden Fish
- ❖ NO Corn, Soy, Wheat, Egg or Dairy
- ❖ Chelated Minerals
- ❖ Pre-Biotics
- ❖ Omega 6 & 3 Fatty Acids
- ❖ Flaxseed & Canola Oil
- ❖ Skin & Coat Conditioners

MAXIM FISH & POTATO Holistic Dry Dog Food contains wholesome, natural ingredients for the concerned health-conscious pet owner who is looking for alternate protein sources for their dog. The limited ingredient formulation uses no beef, pork, poultry, corn, soy, wheat, egg or dairy products. The single meat protein, chelated minerals, chosen vegetables and oils are combined to produce this beneficial and highly digestible diet. Not only is MAXIM Fish & Potato truly palatable, but the balance of fatty acids and skin & coat conditioners will help to keep your sensitive dog healthy and happy, inside and out! Maxim is formulated to meet or exceed the nutritional levels established by the AAFCO dog food nutrient profile for all stages of a dog's life.

INGREDIENTS:

Menhaden Fish Meal, Potato, Oatmeal, Brown Rice, Beet Pulp, Canola Oil (preserved with mixed tocopherols, a source of vitamin E), Dried Peas, Flaxseed, Fish Oil, Natural Flavours, Vitamin Supplements (A, D, E), Salt, Calcium Carbonate, Zinc Sulphate, Ferrous Sulphate, Yucca Schidigera Extract, Chicory Inulin Extract, Rosemary Extract, Ascorbic Acid (Vitamin C), Chelated Minerals (zinc, copper, manganese, iron), Lecithin, Niacin, Copper Sulphate, Manganese Sulphate, Calcium Pantothenate, Riboflavin, Thiamine Mononitrate, Biotin, Pyridoxine Hydrochloride, Sodium Selenite, Vitamin B12, Calcium Iodate, Folic Acid, Menadione Sodium Bisulphite Complex (source of Vitamin K Activity).

GUARANTEED ANALYSIS:

Crude Protein (min.) 22.0%
 Crude Fat (min.) 12.0%
 Crude Fibre (max.) 4.5%
 Moisture (max.) 10.0%
 Calorie Content: ME (Metabolizable Energy) 3365 kcal/kg

FEEDING GUIDE:

ADULT		PUPPY (Feed 1/3 amount shown, three times a day)			
1 Year +		Weaning to 5 months		5 Months to 1 Year	
Size	Cups/Day	Size	Size	Cups/Day	Size
2-5 kg	¾-1	2-5 kg	2-2 ¼	2-5 kg	1 ½-1 ¾
10-15 kg	2-2 ½	7.5-10 kg	3-3 ¾	7.5-10 kg	2 ¼-2 ¾
20-25 kg	3 ¼-3 ¾	12.5-15 kg	4 ½-5	12.5-17.5 kg	3 ¼-4 ¼
30-40 kg	4 ¼-5 ¼	17.5-20 kg	5 ¾-6 ¼	20-25 kg	4 ¾-5 ½
45-60 kg	5 ¾-7 ¼	22-25 kg	6 ¾-7 ½	30-40 kg	6 ½-8
70-100 kg	8-10 ½	30-35 kg	8 ½-9 ¾	45-60 kg	8 ¾-10 ¾

Each cup (1 Cup = 250 ml) holds approximately **111 g** of food.

Refer to the chart for the recommended daily food intake. Adjust as necessary for ideal weight maintenance. Always consult your veterinarian. Your dog may eat more or less depending on age, breed and lifestyle. When introducing **MAXIM Fish & Potato**, mix it gradually with your dog's current food in increasing amounts over 1-2 weeks. For pregnant dogs, feed approximately 1 1/2 times the recommended adult amount. During lactation, feed up to 2-3 times the recommended adult amount.

YOUR DOG SHOULD ALWAYS HAVE ACCESS TO FRESH WATER.



CALORIE REDUCED DOG FORMULA

FOR OVERWEIGHT, SENIOR OR LESS ACTIVE DOGS



- ❖ Human Grade Chicken
- ❖ Wholesome Grains Without Corn
- ❖ Selected Fruits & Vegetables
- ❖ Chelated Minerals
- ❖ Pre-Biotics
- ❖ Omega 6 & 3 Fatty Acids
- ❖ Flaxseed & Canola Oil

MAXIM CALORIE REDUCED Holistic Dry Dog Food contains wholesome, natural ingredients for the concerned health-conscious pet owner who has a less active, senior or overweight dog. Drug-free proteins, chemical-free grains, chelated minerals, chosen fruits & vegetables and oils are combined to produce this beneficial and highly digestible diet. Not only is MAXIM Calorie Reduced truly palatable, but the balance of fatty acids and skin & coat conditioners will help to keep your dog healthy and happy inside and out, without putting on unwanted weight. Maxim is formulated to meet or exceed the nutritional levels established by the AAFCO dog food nutrient profile for maintenance.

INGREDIENTS:

Chicken, Chicken Meal, Potato, Brown Rice, Oatmeal, Beet Pulp, Flaxseed, Natural Flavour, Dried Whole Egg, Menhaden Fish Meal, Salt, Chicken Fat (preserved with mixed tocopherols, a source of vitamin E), Canola Oil, Potassium Chloride, Dried Apple, Dried Carrots, Dried Peas, Calcium Carbonate, Zinc Sulphate, Ferrous Sulphate, Yucca Schidigera Extract, Chicory Inulin Extract, Rosemary Extract, Ascorbic Acid (Vitamin C), Vitamin Supplements (A, D, E), Chelated Minerals (zinc, copper, manganese, iron), Lecithin, DL-Methionine, Niacin, Copper Sulphate, Manganese Sulphate, Calcium Pantothenate, Riboflavin, Thiamine Mononitrate, Biotin, Pyridoxine Hydrochloride, Sodium Selenite, Vitamin B12, Calcium Iodate, Folic Acid, Menadione Sodium Bisulphite Complex (source of Vitamin K Activity).

GUARANTEED ANALYSIS:

Crude Protein (min.) 21.0%
 Crude Fat (min.) 10.0%*
 Crude Fibre (max.) 4.5%
 Moisture (max.) 10.0%
 Calorie Content: ME (Metabolizable Energy) 3200 kcal/kg

*33% Less Fat Than Maxim Chicken & Potato Dog Food.

FEEDING GUIDE:

ADULT (1 Year +)	
Size	Cups/Day
2-5 kg	1 - 1 ¼
10-15 kg	2 - 2 ¾
20-25 kg	3 ½ - 4
30-40 kg	4 ½ - 5 ¾
45-60 kg	6 ¼ - 7 ¾
70-100 kg	8 ¾ - 11 ½

Each cup (1 Cup = 250 ml) holds approximately **107 g** of food.

Refer to the chart for the recommended daily food intake. Adjust as necessary for ideal weight maintenance. Always consult your veterinarian. Your dog may eat more or less depending on age, breed and lifestyle. When introducing **MAXIM Calorie Reduced**, mix it gradually with your dog's current food in increasing amounts over 1-2 weeks.

YOUR DOG SHOULD ALWAYS HAVE ACCESS TO FRESH WATER.

CHICKEN & OATMEAL CAT FORMULA



FOR ALL STAGES OF LIFE

- ❖ Human Grade Chicken
- ❖ Wholesome Grains
- ❖ Selected Fruits & Vegetables
- ❖ Cranberries For Urinary Tract Health
- ❖ Chelated Minerals
- ❖ Omega 6 & 3 Fatty Acids
- ❖ Pre-Biotics

MAXIM Chicken With Oatmeal Holistic Dry Cat Food contains wholesome, natural ingredients for the concerned health-conscious pet owner. Drug-free proteins, chemical-free grains, chelated minerals, chosen fruits & vegetables and oils are combined to produce this beneficial and highly digestible diet. As well, the addition of cranberries helps promote proper urinary pH. Not only is MAXIM Chicken with Oatmeal truly palatable, but the balance of fatty acids and skin & coat conditioners will help to keep your cat healthy and happy, inside and out! Maxim is formulated to meet or exceed the nutritional levels established by the AAFCO cat food nutrient profile for all stages of a cat's life.

INGREDIENTS:

Chicken, Chicken Meal, Corn, Corn Gluten Meal, Chicken Fat (preserved with mixed tocopherols, a source of vitamin E), Beet Pulp, Menhaden Fish Meal, Oatmeal, Flaxseed, Natural Flavour, Fish Oil, Salt, Tomato Pomace, Potassium Chloride, Choline Chloride, Cranberry Powder, Dried Apple, Dried Carrots, Dried Peas, Calcium Sulphate, Brewers Dried Yeast, Taurine, Calcium Carbonate, Zinc Sulphate, Ferrous Sulphate, Chicory Inulin Extract, Yucca Schidigera Extract, Vitamin Supplements (A,D,E), Chelated Minerals (zinc, copper, manganese, iron), Ascorbic Acid (Vitamin C), Inositol, L-Tryptophan, DL-Methionine, Niacin, Copper Sulphate, Manganese Sulphate, Calcium Pantothenate, Riboflavin, Thiamine Mononitrate, Biotin, Pyridoxine Hydrochloride, Sodium Selenite, Vitamin B12, Calcium Iodate, Folic Acid, Menadione Sodium Bisulphite Complex (source of Vitamin K Activity).

GUARANTEED ANALYSIS:

Crude Protein (min.)	32.0%
Crude Fat (min.)	20.0%
Crude Fibre (max.)	3.5%
Moisture (max.)	10.0%
Ash (max.)	7.0%
Magnesium (max.)	0.09%
Calorie Content: ME (Metabolizable Energy)	3800 kcal/kg

FEEDING GUIDE:

ADULT		KITTEN (Feed 1/3 amount shown, three times a day)			
1 Year +		Weaning to 6 Months		6 Months to 1 Year	
Size	Cups/Day	Size	Cups/Day	Size	Cups/Day
1-2 kg	¼	½-1 kg	¼	1-2 kg	¼
3-4 kg	¼-½	2-3 kg	½-¾	3-4 kg	½-¾
5-6 kg	½-¾	4-5 kg	1-1 ¼	5-6 kg	¾-1
7-8 kg	¾-1	6-7 kg	1 ¾-2	7-8 kg	1-1 ¼
9-10 kg	1-1 ¼	8-10 kg	2 ¼-2 ¾	9-10 kg	1 ½

Each cup (1 Cup = 250 ml) holds approximately **120 g** of food.

Refer to the chart for the recommended daily food intake. Adjust as necessary for ideal weight maintenance. Always consult your veterinarian. Your cat may eat more or less depending on age, breed and lifestyle. When introducing **MAXIM Chicken with Oatmeal**, mix it gradually with your cat's current food in increasing amounts over 1-2 weeks. For pregnant cats, feed approximately 1 1/2 times the recommended adult amount. During lactation, feed up to 2-3 times the recommended adult amount.

YOUR CAT SHOULD ALWAYS HAVE ACCESS TO FRESH WATER.

CALORIE REDUCED CAT FORMULA

FOR OVERWEIGHT, SENIOR OR LESS ACTIVE CATS



- ❖ Human Grade Chicken
- ❖ Wholesome Grains
- ❖ Selected Fruits & Vegetables
- ❖ Cranberries For Urinary Tract Health
- ❖ Chelated Minerals
- ❖ Omega 6 & 3 Fatty Acids
- ❖ Pre-Biotics

MAXIM CALORIE REDUCED Holistic Dry Cat Food contains wholesome, natural ingredients for the concerned health-conscious pet owner who has a less active, senior or overweight cat. Drug-free proteins, chemical-free grains, chelated minerals, chosen fruits & vegetables and oils are combined to produce this beneficial and highly digestible diet. As well, the addition of cranberries helps promote proper urinary pH. Not only is MAXIM Calorie Reduced truly palatable, but the balance of fatty acids and skin & coat conditioners will help to keep your cat healthy and happy inside and out, without putting on unwanted weight. Maxim is formulated to meet or exceed the nutritional levels established by the AAFCO cat food nutrient profile for maintenance.

INGREDIENTS:

Chicken, Chicken Meal, Corn, Corn Gluten Meal, Beet Pulp, Oatmeal, Chicken Fat (preserved with mixed tocopherols, a source of vitamin E), Flaxseed, Natural Flavour, Menhaden Fish Meal, Salt, Potassium Chloride, Choline Chloride, Cranberry Powder, Tomato Pomace, Dried Apple, Dried Carrots, Dried Peas, Calcium Sulphate, Brewers Dried Yeast, Taurine, Calcium Carbonate, Zinc Sulphate, Ferrous Sulphate, Chicory Inulin Extract, Yucca Schidigera Extract, L-Tryptophan, Vitamin Supplements (A,D,E), Chelated Minerals (zinc, copper, manganese, iron), Ascorbic Acid (Vitamin C), Inositol, DL-Methionine, Niacin, Copper Sulphate, Manganese Sulphate, Calcium Pantothenate, Riboflavin, Thiamine Mononitrate, Biotin, Pyridoxine Hydrochloride, Sodium Selenite, Vitamin B12, Calcium Iodate, Folic Acid, Menadione Sodium Bisulphite Complex (source of Vitamin K Activity).

GUARANTEED ANALYSIS:

Crude Protein (min.)	30.0%
Crude Fat (min.)	12.0%*
Crude Fibre (max.)	4.0%
Moisture (max.)	10.0%
Ash (max.)	7.0%
Magnesium (max.).....	0.1%
Calorie Content: ME (Metabolizable Energy)	3348 kcal/kg

*40% Less Fat Than Maxim Chicken & Oatmeal Cat Food.

FEEDING GUIDE:

ADULT (1 Year +)	
Size	Cups/Day
1-2 kg	¼
3-4 kg	½
5-6 kg	¾ - 1
7-8 kg	1-1 ¼
9-10 kg	1 ¼-1 ½

Each cup (1 Cup = 250 ml) holds approximately **109 g** of food.

Refer to the chart for the recommended daily food intake. Adjust as necessary for ideal weight maintenance. Always consult your veterinarian. Your cat may eat more or less depending on age, breed and lifestyle. When introducing **MAXIM Calorie Reduced**, mix it gradually with your cat's current food in increasing amounts over 1-2 weeks. **YOUR CAT SHOULD ALWAYS HAVE ACCESS TO FRESH WATER.**