

Expert Pet Nutrition™

ADVANCE™

Science is at the heart of ADVANCE™ pet food.
We've been on a mission to enhance pet wellbeing.

Now we're on a mission to enhance
TASTE

**NEW
& IMPROVED
RECIPES**

**NEW
PACK
SIZES**



Expert Pet Nutrition™

ADVANCE™

If you have any questions on the products in this guide please
make your enquiry to MARS Petcare.

In Australia: Telephone 1800 640 111 or contact us at www.advancepet.com.au



Taste matters



Great taste is not only important to cats but also their pet parents, who can be assured that ADVANCE™ new recipes keep their cat happy and healthy. With the new improved ADVANCE™ Dry Cat formulas, whichever way a cat enjoys their dry food, they'll have a nourishing meal that's also delicious.

**NEW
& IMPROVED
RECIPES**



Delivering on taste & supporting cat wellbeing through science

Key reasons for you to recommend the new and improved **ADVANCE™ Dry Cat** food range to your customers, clients and pet parents include:

1. Irresistible taste guaranteed – or their money back

We've challenged everything we know to redesign the new **ADVANCE™ Dry Cat** food formulations.

We're sure that our improved recipes will tempt even the most discerning feline, and our 100% money back guarantee means a no-risk purchase.



2. Fuelled by science and customised for cat wellbeing

Our evidence-based recipes are backed by global science from the Waltham Petcare Science Institute and tailored to cat needs.

ADVANCE™ pet food is scientifically formulated to nourish and protect a cat, no matter what life throws at them.



3. Purposeful ingredients sourced for quality

ADVANCE™ recipes use proteins sourced locally from the best suppliers in Australia, ensuring high quality from local sources. Our suppliers are regularly audited to ensure the highest level of quality and safety. To deliver the best taste possible, we've overhauled our recipes to deliver stronger science in a new and improved recipe with taste we know cats will love.

Carbohydrates form the structure of the kibble and are nutrient dense and a natural source of vitamins, minerals and fatty acids. We've changed our carbohydrate base to deliver more protein from meat sources, invested in our factories to enhance the digestibility of ingredients, with flavours cats will find irresistible.



4. Made in our state-of-the-art facilities on the Central Tablelands of NSW.

Our dry facility is one of the most state-of-the-art factories in the Mars Pet Nutrition Global network and is equipped with the highest quality and food safety standards to help support a more sustainable approach to Australian pet food manufacturing.

ADVANCE™ pet food is made in full compliance with the AS5812; Australian Standard for the Manufacturing and Marketing of Pet Food - Cats and Dogs. As well as being certified to FSSC 22000. This provides pet parents with the confidence that ADVANCE™ pet food is manufactured to the highest level of pet food safety standards.

ADVANCE™ pet food carries the PFIAA Tick of Approval.



Improved pack visuals for easier navigation & recommendation

LIFESTAGE RANGE

Locally made
call out still
front and centre



Reassurance
on recipe for
fussy eaters.
All ADVANCE™
cat products carry a
100% money back
guarantee

Clear and
enhanced protein
call out with
colour coding for
easier product
selection

Benefit-led
claims make
it easy to
understand the
benefits for
cats

You spoke and we listened

We've improved the ADVANCE™ Dry Cat food pack designs to make it easier to choose the right product, find it on shelf and understand the benefits.

SPECIFIC NEEDS RANGE

The image shows a bag of ADVANCE Hairball Chicken Adult cat food. The bag is primarily white with a blue and teal diagonal design. A Siamese cat's face is featured in the center. Text on the bag includes 'Tear Here' at the top left, 'Re-Closable Pack' and 'SUPER PREMIUM FOOD FOR CATS WITH SELECT NATURAL INGREDIENTS' at the top right, 'MADE PROUDLY IN THE CENTRAL TABLELANDS, NSW' with a map of Australia, 'Expert Pet Nutrition™', 'ADVANCE™', 'Hairball', 'Chicken', '32% Protein*', '19% Fat*', '4 in 1 Hairball', 'Healthy Digestive System', 'Skin and Coat Health', 'Immune Health', and '1.5kg e'. A circular callout on the left points to the '32% Protein' and '19% Fat' text, stating 'Added % fat to front of pack lending to nutritional credentials'. A circular callout on the right points to the 'ADULT 1-8 years' text, stating 'Added age range'. A circular callout at the bottom right points to the '1.5kg e' weight, stating 'Benefit-led claims make it easy to understand the benefits for cats'.

Added % fat to front of pack lending to nutritional credentials

Added age range

Benefit-led claims make it easy to understand the benefits for cats











ADVANCE™ Dry Cat food new pack sizes & name changes

LIFESTAGE RANGE - 21 SKU's

For cats' total wellbeing, chose from the Lifestage range

PACK SIZE	PACK SIZE PURPOSE
500 g	Encourages trial
2 kg	Encourages trial, mixed feeders
4 kg	Daily feeders
8 kg	Frequent feeders, multiple cat households



FROM →	 <p>ADVANCE™ Kitten Dry Cat Food Chicken with Rice 500g, 3kg, 6kg & 20kg</p>	→ TO	 <p>ADVANCE™ Dry Cat Kitten Chicken 500g, 2kg, 4kg, 8kg & 20kg</p>
FROM →	 <p>ADVANCE™ Adult Dry Cat Food Chicken with Rice 500g, 3kg, 6kg & 20kg</p>	→ TO	 <p>ADVANCE™ Dry Cat Adult Chicken 500g, 2kg, 4kg, 8kg & 20kg</p>
FROM →	 <p>ADVANCE™ Adult Dry Cat Food Ocean Fish with Rice 3kg, 6kg & 20kg</p>	→ TO	 <p>ADVANCE™ Dry Cat Adult Ocean Fish 2kg, 4kg, 8kg & 20kg</p>
FROM →	 <p>ADVANCE™ Adult Multi Cat Dry Cat Food Chicken & Salmon with Rice 500g, 3kg, 6kg & 20kg</p>	→ TO	 <p>ADVANCE™ Dry Multi-Cat Adult Chicken and Ocean Fish 500g, 2kg, 4kg, 8kg & 20kg</p>
FROM →	 <p>ADVANCE™ Adult Healthy Ageing Dry Cat Food Chicken with Rice 3kg</p>	→ TO	 <p>ADVANCE™ Dry Cat Adult Healthy Ageing Chicken 2kg & 4kg</p>

Catering to shopper needs

ADVANCE™ Dry Cat food pack sizes now better meet consumer shopping habits.













SPECIFIC NEEDS - 8 SKU's

For cats with extra support, choose from the Specific Needs range

PACK SIZE	PACK SIZE PURPOSE
1.5 kg	Encourages trial, mixed feeders
3.5 kg	Daily feeders
8 kg	Frequent feeders, multiple cat households



FROM →	 <p>ADVANCE™ Adult Hairball Chicken with rice 2kg</p>	→ TO	 <p>ADVANCE™ Dry Cat Adult Hairball Chicken 1.5kg</p>
FROM →	 <p>ADVANCE™ Adult Indoor Chicken with rice 2kg & 6kg</p>	→ TO	 <p>ADVANCE™ Dry Cat Adult Indoor Chicken 1.5kg & 3.5kg & 8kg</p>
FROM →	 <p>ADVANCE™ Adult Healthy Weight Dry Cat Food Chicken with Rice 2kg</p>	→ TO	 <p>ADVANCE™ Dry Cat Adult Healthy Weight Chicken 1.5kg</p>
FROM →	 <p>ADVANCE™ Adult Triple Action Dental Care Chicken with rice 2kg</p>	→ TO	 <p>ADVANCE™ Dry Cat Adult Triple Action Dental Chicken 1.5kg & 3.5kg</p>
FROM →	 <p>ADVANCE™ Adult Sensitive skin & digestion Turkey with rice 2kg</p>	→ TO	 <p>ADVANCE™ Dry Cat Adult Sensitive Skin and Digestion Turkey 1.5kg</p>

ADVANCE™ Dry Cat food new & improved recipe details

LIFESTAGE RANGE



ADVANCE™ Dry Cat Kitten Chicken

NEW Recipe ingredients

Meat (Chicken &/or Turkey &/or Duck), Wheat, Corn, Chicken Fat, Cereal Protein, Natural Flavours (Chicken), Plant Fibre, Salt, Vitamins and Minerals, Whole Egg, Brewer's Yeast, Amino Acids, Fructooligosaccharides, Fish Oil, Sunflower Oil, Antioxidants, Colostrum, Beta Carotene



ADVANCE™ Dry Cat Adult Chicken

Meat (Chicken &/or Turkey &/or Duck), Wheat, Corn, Chicken Fat, Cereal Protein, Natural Flavours (Chicken), Plant Fibre, Salt, Vitamins and Minerals, Whole Egg, Brewers Yeast, Amino Acids, Fructooligosaccharides, Fish Oil, Sodium Tripolyphosphate, Antioxidants, Beta Carotene.



ADVANCE™ Dry Cat Adult Ocean Fish

Meat (Chicken &/or Turkey &/or Duck), Wheat, Corn, Chicken Fat, Cereal Protein, Natural Flavours (Chicken), Fish (Tuna), Plant Fibre, Salt, Vitamins and Minerals, Whole Egg, Brewers Yeast, Amino Acids, Fructooligosaccharides, Sodium Tripolyphosphate, Fish Oil, Antioxidants, Beta Carotene.



ADVANCE™ Dry Multi-Cat Adult Chicken and Ocean Fish

Meat (Chicken &/or Turkey &/or Duck), Wheat, Corn, Chicken Fat, Cereal Protein, Natural Flavours (Chicken), Plant Fibre, Fish (Tuna), Salt, Vitamins and Minerals, Whole Egg, Brewers Yeast, Amino Acids, Fructooligosaccharides, Fish Oil, Sodium Tripolyphosphate, Sunflower Oil, Antioxidants, Beta Carotene, Colostrum.



ADVANCE™ Dry Cat Adult Healthy Ageing Chicken

Meat (Chicken &/or Turkey &/or Duck), Wheat, Corn, Chicken Fat Cereal Protein, Natural Flavours (Chicken), Plant Fibre, Salt, Vitamins and Minerals, Amino Acids, Whole Egg, Brewers Yeast, Sunflower Oil, Fructooligosaccharides, Fish Oil, Sodium Tripolyphosphate, Antioxidants, Green Lipped Mussel Powder, Beta Carotene.

Science-based nutrition Recipes cats will love

**NEW
& IMPROVED
RECIPES**

SPECIFIC NEEDS



ADVANCE™ Dry Cat Adult Hairball Chicken

NEW Recipe ingredients

Meat (Chicken &/or Turkey &/or Duck), Wheat, Corn, Chicken Fat, Cereal Protein, Natural Flavours (Chicken), Plant Fibre, Salt, Cellulose, Vitamins and Minerals, Whole Egg, Brewers Yeast, Amino Acids, Fructooligosaccharides, Fish Oil, Slippery Elm Bark Powder, Sodium Tripolyphosphate, Antioxidants, Psyllium Husk, Beta Carotene.



ADVANCE™ Dry Cat Adult Indoor Chicken

Meat (Chicken &/or Turkey &/or Duck), Wheat, Corn, Chicken Fat, Cereal Protein, Natural Flavours (Chicken), Plant Fibre, Salt, Cellulose, Vitamins and Minerals, Whole Egg, Brewer's Yeast, Amino Acids, Slippery Elm Bark Powder, Fish Oil, Sodium Tripolyphosphate, Antioxidants, Fructooligosaccharides, Psyllium Husk, Beta Carotene, Yucca Extract, L-Carnitine.



ADVANCE™ Dry Cat Adult Healthy Weight Chicken

Meat (Chicken &/or Turkey &/or Duck), Wheat, Corn, Cereal Protein, Chicken Fat, Natural Flavours (Chicken), Plant Fibre, Salt, Vitamins and Minerals, Whole Egg, Brewers Yeast, Amino Acids, Sunflower Oil, Fructooligosaccharides, Sodium Tripolyphosphate, Antioxidants, Green Lipped Mussel Powder, Beta Carotene, L-Carnitine.



ADVANCE™ Dry Cat Adult Sensitive Skin and Digestion Turkey

Meat (Turkey), Rice, Chicken Fat, Sorghum, Cereal Protein, Natural Flavours (Chicken), Fish (Tuna), Plant Fibre, Salt, Vitamins and Minerals, Whole Egg, Brewers Yeast, Amino Acids, Fructooligosaccharides, Fish Oil, Sunflower Oil, Sodium Tripolyphosphate, Antioxidants, Colostrum, Beta Carotene.



ADVANCE™ Dry Cat Adult Triple Action Dental Chicken

Meat (Chicken &/or Turkey &/or Duck), Wheat, Corn, Chicken Fat, Cereal Protein, Natural Flavours (Chicken), Plant Fibre, Salt, Vitamins and Minerals, Whole Egg, Brewers Yeast, Amino Acids, Fructooligosaccharides, Fish Oil, Sodium Tripolyphosphate, Antioxidants, Beta Carotene, Plant Extract.

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