

VIDA
NATIVA



**PRODUCT
BOOK**



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Vida Nativa is one of the key brands within the Kraftia family, a line of super premium food for cats. Formulated to provide complete and balanced nutrition, Vida recipes use freshly prepared meat and carefully selected natural ingredients.

Supported by modern nutritional science, Vida combines advanced production technology with a traditional focus on high-quality ingredients, creating food with exceptional digestibility and superior taste.

Guided by its own philosophy of seven nutritional principles, Vida promotes a holistic approach to feeding, supporting health from within and enabling pets to lead active, happy and long lives.



Super Premium Quality

Crafted with freshly prepared real meat and carefully selected natural ingredients for superior nutrition.



Balanced & Complete Nutrition

Formulated to provide all essential nutrients, supporting the overall health, vitality and longevity of cats.



Inspired by Nature

Recipes blend natural prebiotics, fiber, vitamins and antioxidants to promote digestion, immunity and wellbeing.



Delicious Flavor Variations

Featuring diverse, enticing flavors like lamb, chicken, salmon, blueberry and butternut squash to satisfy even the most discerning palates.



Modern Science Meets Tradition

Uses the latest nutritional technologies combined with natural, wholesome ingredients.



7 Pillars of Nutritional Philosophy

Each recipe aligns with Vida's core principles for a harmonious and balanced life for pets.



For Cats

Carefully crafted to meet the unique nutritional needs of cats.



Health from Within

Ingredients chosen not only for taste but to support digestive health, antioxidant protection and sustained energy.



VIDA NATIVA

FREEDOM

CHICKEN WITH BLUEBERRY



Adult Cats
all breeds



Available in size: 0.32 kg, 1.4 kg, 7 kg.

- ✓ Including Raw Meat & Salmon Oil
- ✓ Carefully Selected Protein Sources
- ✓ Healthy Skin & Coat
- ✓ Immune System Support
- ✓ Digestive Support
- ✓ Balanced Nutrition

Analytical Constituents

| | |
|---------------------------|-------|
| Crude protein..... | 32.7% |
| Crude fat | 13.3% |
| Crude fibre | 2% |
| Crude ash..... | 7.5% |
| Calcium..... | 1.05% |
| Phosphorus..... | 0.90% |
| Omega-6 fatty acids | 1.6% |
| Omega-3 fatty acids | 0.60% |

60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Chicken and eggs provide essential protein to maintain strong muscles and energy. Blueberries and salmon oil support immune health and promote a shiny, soft coat.

Composition

Dehydrated chicken protein (24%), potatoes, pea starch, raw chicken (11%), chicken fat, hydrolyzed poultry proteins, dried eggs, linseed, fish oil (from salmon), blueberry (4%), broccoli (4%), asparagus, spinach, dried beet pulp, alfalfa meal, pea fibre, calcium carbonate, monocalcium phosphate, potassium chloride, sodium chloride, dried brewer's yeast, chicory inulin (0.4%), yeast extract (source of manno-oligo-saccharides) (0.2%), fructo-oligosaccharides (0.2%), Ascophyllum Nodosum, dried mint, marigold, psyllium husks and seeds, Yucca schidigera.

VIDA NATIVA

HIGHLANDS

LAMB WITH BROWN RICE



Adult Cats
all breeds



Available in size: 0.32 kg, 1.4 kg, 7 kg.

- ✓ Including Raw Meat & Salmon Oil
- ✓ Carefully Selected Protein Sources
- ✓ Healthy Skin & Coat
- ✓ Immune System Support
- ✓ Digestive Support
- ✓ Balanced Nutrition

Analytical Constituents

| | |
|---------------------------|-------|
| Crude protein..... | 32.7% |
| Crude fat | 13.3% |
| Crude fibre | 2% |
| Crude ash..... | 7.5% |
| Calcium..... | 1.2% |
| Phosphorus..... | 0.90% |
| Omega-6 fatty acids | 1.3% |
| Omega-3 fatty acids | 0.60% |

60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Tender lamb and eggs deliver protein for maintaining muscle mass and vitality. Brown rice and Ascophyllum Nodosum support digestive comfort and overall health.

Composition

Dehydrated lamb protein (23%), rice, potatoes, raw lamb (11%), chicken fat, dehydrated chicken protein, dehydrated pork protein, hydrolyzed poultry proteins, dried eggs, brown rice (4%), linseed, fish oil (from salmon), dried cherry (0.5%), asparagus, broccoli, spinach, dried beet pulp, alfalfa meal, pea fibre, calcium carbonate, monocalcium phosphate, potassium chloride, sodium chloride, dried brewer's yeast, chicory inulin (0.4%), yeast extract (source of manno-oligo-saccharides) (0.2%), fructo-oligosaccharides (0.2%), Ascophyllum Nodosum, dried mint, marigold, psyllium husks and seeds, Yucca schidigera.

VIDA NATIVA

NORDICA

SALMON WITH BUTTERNUT SQUASH



Adult Cats
all breeds



60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Salmon and eggs provide complete protein for lean muscles and sustained energy. Butternut squash and antioxidants support skin, coat and digestive wellness.

Composition

Dehydrated salmon protein (22%), potatoes, pea starch, salmon (11%), fish oil (from salmon), hydrolyzed fish proteins, dried eggs, chicken fat, linseed, butternut squash (4%), apple (4%), asparagus, broccoli, spinach, dried beet pulp, alfalfa meal, pea fibre, calcium carbonate, monocalcium phosphate, potassium chloride, sodium chloride, dried brewer's yeast, chicory inulin (0.4%), yeast extract (source of manno-oligo-saccharides) (0.2%), fructo-oligosaccharides (0.2%), Ascophyllum Nodosum, dried mint, marigold, psyllium husks and seeds, Yucca schidigera.



Available in size: 0.32 kg, 1.4 kg, 7 kg.

- ✓ Including Raw Meat & Salmon Oil
- ✓ Carefully Selected Protein Sources
- ✓ Healthy Skin & Coat
- ✓ Immune System Support
- ✓ Digestive Support
- ✓ Balanced Nutrition

Analytical Constituents

Crude protein..... 31.7%
 Crude fat 12.8%
 Crude fibre 2%
 Crude ash..... 7.5%
 Calcium..... 1.25%
 Phosphorus..... 0.95%
 Omega-6 fatty acids 1.3%
 Omega-3 fatty acids 0.90%

VIDA NATIVA

NORDICA

SALMON WITH BUTTERNUT SQUASH



Adult Sterilised Cats
all breeds



60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

High-quality salmon maintains healthy weight and muscle tone. Salmon oil and fibers promote digestion, a glossy coat and immune support.

Composition

Dehydrated salmon protein (23%), potatoes, pea starch, salmon (12%), fish oil (from salmon), hydrolyzed fish proteins, chicken fat, dried eggs, dried beet pulp, alfalfa meal, linseed, pea fibre, dried butternut squash (0.5%), dried apple (0.5%), monocalcium phosphate, potassium chloride, chicory inulin (0.4%), yeast extract (source of manno-oligo-saccharides) (0.2%), fructo-oligosaccharides (0.2%), dried brewer's yeast, calcium carbonate, sodium chloride, asparagus, broccoli, spinach, Ascophyllum Nodosum, dried mint, marigold, psyllium husks and seeds, Yucca schidigera.



Available in size: 0.32 kg, 1.4 kg, 7 kg.

- ✓ Including Raw Meat & Salmon Oil
- ✓ Carefully Selected Protein Sources
- ✓ Healthy Skin & Coat
- ✓ Immune System Support
- ✓ Digestive Support
- ✓ With Balanced Fats and L-Carnitine for Sterilised Cats

Analytical Constituents

Crude protein..... 35.7%
 Crude fat 9.7%
 Crude fibre 4.8%
 Crude ash..... 7.6%
 Calcium..... 1.05%
 Phosphorus..... 0.75%
 Omega-6 fatty acids 0.95%
 Omega-3 fatty acids 0.60%

VIDA NATIVA

FREEDOM

CHICKEN WITH BLUEBERRY



Kitten
all breeds



Available in size: 0.32 kg, 1.4 kg.

- ✓ Including Raw Meat & Salmon Oil
- ✓ Supports Optimal Growth
- ✓ Brain & Vision Development
- ✓ Healthy Digestion
- ✓ Immune System Support
- ✓ Balanced Nutrition

Analytical Constituents

| | |
|---------------------------|-------|
| Crude protein..... | 35% |
| Crude fat | 17.2% |
| Crude fibre | 1.7% |
| Crude ash..... | 6.9% |
| Calcium..... | 1.1% |
| Phosphorus..... | 0.85% |
| Omega-6 fatty acids | 2.1% |
| Omega-3 fatty acids | 0.70% |

60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

High-quality chicken and eggs fuel growing muscles and energy. Blueberries, salmon oil and marigold support vision, brain development and immune defense.

Composition

Dehydrated chicken protein (28%), potatoes, pea starch, raw chicken (11%), chicken fat, hydrolyzed poultry proteins, dried eggs, fish oil (from salmon), linseed, blueberry (4%), broccoli (4%), asparagus, spinach, dried beet pulp, alfalfa meal, pea fibre, calcium carbonate, monocalcium phosphate, potassium chloride, sodium chloride, dried brewer's yeast, chicory inulin (0.4%), yeast extract (source of manno-oligo-saccharides) (0.2%), fructo-oligosaccharides (0.2%), Ascophyllum Nodosum, dried mint, marigold, psyllium husks and seeds, Yucca schidigera.

VIDA NATIVA

NORDICA

SALMON WITH BUTTERNUT SQUASH



Kitten
all breeds



Available in size: 0.32 kg, 1.4 kg.

- ✓ Including Raw Meat & Salmon Oil
- ✓ Supports Optimal Growth
- ✓ Brain & Vision Development
- ✓ Healthy Digestion
- ✓ Immune System Support
- ✓ Balanced Nutrition

Analytical Constituents

| | |
|---------------------------|-------|
| Crude protein..... | 34% |
| Crude fat | 17.2% |
| Crude fibre | 1.7% |
| Crude ash..... | 6.8% |
| Calcium..... | 1.1% |
| Phosphorus..... | 0.80% |
| Omega-6 fatty acids | 2% |
| Omega-3 fatty acids | 0.95% |

60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Protein from salmon and eggs fuels strong muscle development. Butternut squash, salmon oil and antioxidants support brain, eye and immune system health.

Composition

Dehydrated salmon protein (24%), potatoes, pea starch, salmon (12%), fish oil (from salmon), hydrolyzed fish proteins, dried eggs, chicken fat, linseed, butternut squash (4%), apple (4%), asparagus, broccoli, spinach, dried beet pulp, alfalfa meal, pea fibre, calcium carbonate, monocalcium phosphate, potassium chloride, sodium chloride, dried brewer's yeast, chicory inulin (0.4%), yeast extract (source of manno-oligo-saccharides) (0.2%), fructo-oligosaccharides (0.2%), Ascophyllum Nodosum, dried mint, marigold, psyllium husks and seeds, Yucca schidigera.

scan for more info



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