

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 dogs. 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 dogs.



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 Dogs

Carefully crafted to meet the unique nutritional needs of dogs.



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 Dogs
toy & small breeds



60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Lean muscle is preserved through carefully selected chicken and eggs. Coat shine, skin health and immunity benefit from blueberries and salmon oil.

Composition

Dehydrated chicken protein (20%), 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-oligosaccharides) (0.2%), fructo-oligosaccharides (0.2%), Ascophyllum Nodosum, glucosamine (0.04%), chondroitin sulphate (0.04%), dried mint, marigold, psyllium husks and seeds, Yucca schidigera.



Available in size: 0.8 kg, 2 kg.

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

Analytical Constituents

Crude protein.....	27%
Crude fat	14.8%
Crude fibre	2.5%
Crude ash.....	8%
Calcium.....	1.05%
Phosphorus.....	0.75%
Omega-6 fatty acids	2.2%
Omega-3 fatty acids	0.55%



VIDA NATIVA

FREEDOM

CHICKEN WITH BLUEBERRY



Adult Dogs
medium & large breeds



60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Essential nutrients from chicken and eggs sustain vitality. Fibers and antioxidants contribute to smooth digestion and a healthy coat.

Composition

Dehydrated chicken protein (19%), potatoes, pea starch, raw chicken (11%), chicken fat, hydrolyzed poultry protein, 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-oligosaccharides) (0.2%), fructo-oligosaccharides (0.2%), Ascophyllum Nodosum, glucosamine (0.04%), chondroitin sulphate (0.04%), dried mint, marigold, psyllium husks and seeds, Yucca schidigera.



Available in size: 2 kg, 12 kg.

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

Analytical Constituents

Crude protein.....	26%
Crude fat	13.7%
Crude fibre	2.5%
Crude ash.....	8%
Calcium.....	1.1%
Phosphorus.....	0.90%
Omega-6 fatty acids	2.1%
Omega-3 fatty acids	0.60%



VIDA NATIVA

HIGHLANDS

LAMB WITH BROWN RICE



Adult Dogs
toy & small breeds



Available in size: 0.8 kg, 2 kg.

- 60%** Animal Ingredients
- 40%** Vegetables, Fruits, Botanicals & Nutrients
- 0%** Artificial Colours, Flavours and Preservative Added

Muscle maintenance is supported by lamb and eggs. Natural antioxidants and brown rice protect cells and support digestion.

Composition

Dehydrated lamb protein (19%), rice, potatoes, raw lamb (11%), chicken fat, dehydrated chicken 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, glucosamine (0.04%), chondroitin sulphate (0.04%), dried mint, marigold, psyllium husks and seeds, Yucca schidigera.

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

Analytical Constituents

Crude protein.....	27%
Crude fat	14.8%
Crude fibre	2.3%
Crude ash.....	8%
Calcium.....	1.2%
Phosphorus.....	0.85%
Omega-6 fatty acids	2%
Omega-3 fatty acids	0.55%

VIDA NATIVA

HIGHLANDS

LAMB WITH BROWN RICE



Adult Dogs
medium & large breeds



Available in size: 2 kg, 12 kg.

- 60%** Animal Ingredients
- 40%** Vegetables, Fruits, Botanicals & Nutrients
- 0%** Artificial Colours, Flavours and Preservative Added

Sustained energy comes from lean lamb and eggs. A combination of fibers, Ascophyllum Nodosum and salmon oil supports coat health and immunity.

Composition

Dehydrated lamb protein (18%), rice, potatoes, raw lamb (11%), chicken fat, dehydrated chicken protein, hydrolyzed poultry protein, 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, glucosamine (0.04%), chondroitin sulphate (0.04%), dried mint, marigold, psyllium husks and seeds, Yucca schidigera.

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

Analytical Constituents

Crude protein.....	26%
Crude fat	13.7%
Crude fibre	2.3%
Crude ash.....	8%
Calcium.....	1.15%
Phosphorus.....	0.90%
Omega-6 fatty acids	1.8%
Omega-3 fatty acids	0.60%



VIDA NATIVA

NORDICA

SALMON WITH BUTTERNUT SQUASH



Adult Dogs
toy & small breeds



60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Energy and lean muscles are maintained by protein-rich salmon. Salmon oil and fibers promote digestive comfort and a shiny coat.

Composition

Dehydrated salmon protein (19%), 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, glucosamine (0.04%), chondroitin sulphate (0.04%), dried mint, marigold, psyllium husks and seeds, Yucca schidigera.



Available in size: 0.8 kg, 2 kg.

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

Analytical Constituents

Crude protein.....	25%
Crude fat	14.8%
Crude fibre	2.5%
Crude ash.....	8.3%
Calcium.....	1.1%
Phosphorus.....	0.90%
Omega-6 fatty acids	1.7%
Omega-3 fatty acids	1%



VIDA NATIVA

NORDICA

SALMON WITH BUTTERNUT SQUASH



Adult Dogs
medium & large breeds



60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Muscle tone and vitality are supported through premium salmon and eggs. Cell protection and overall wellness are supported by butternut squash and antioxidants.

Composition

Dehydrated salmon protein (18%), 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, glucosamine (0.04%), chondroitin sulphate (0.04%), dried mint, marigold, psyllium husks and seeds, Yucca schidigera.



Available in size: 2 kg, 12 kg.

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

Analytical Constituents

Crude protein.....	24%
Crude fat	13.7%
Crude fibre	2.5%
Crude ash.....	8%
Calcium.....	1.1%
Phosphorus.....	0.90%
Omega-6 fatty acids	1.7%
Omega-3 fatty acids	1%



VIDA NATIVA

FREEDOM

CHICKEN WITH BLUEBERRY



Puppy
toy & small breeds



Available in size: 0.8 kg, 2 kg.

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

Analytical Constituents

Crude protein.....	30%
Crude fat	16.8%
Crude fibre	2.5%
Crude ash.....	8%
Calcium.....	1.1%
Phosphorus.....	0.80%
Omega-6 fatty acids	2.4%
Omega-3 fatty acids	0.65%

60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Tender chicken and eggs supply high-quality protein for developing muscles. Blueberries and salmon oil improve digestion, support antioxidants and nourish skin.

Composition

Dehydrated chicken protein (21%), potatoes, pea starch, raw chicken (11%), chicken fat, hydrolyzed poultry proteins, dried eggs, chicken cartilage (source of glucosamine and chondroitin sulfate), 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

FREEDOM

CHICKEN WITH BLUEBERRY



Puppy
medium & large breeds



Available in size: 2 kg, 12 kg.

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

Analytical Constituents

Crude protein.....	29%
Crude fat	15.7%
Crude fibre	2.5%
Crude ash.....	8%
Calcium.....	1.25%
Phosphorus.....	0.90%
Omega-6 fatty acids	2.4%
Omega-3 fatty acids	0.70%

60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Muscles and energy are maintained thanks to premium chicken and eggs. Marigold and natural fibers promote gut health and overall well-being.

Composition

Dehydrated chicken protein (20%), potatoes, pea starch, raw chicken (11%), chicken fat, hydrolyzed poultry protein, dried eggs, chicken cartilage (source of glucosamine and chondroitin sulfate), 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



Puppy
toy & small breeds



60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Protein from tender lamb and eggs strengthens muscles. Digestive comfort and immunity are supported by brown rice and Ascophyllum Nodosum.

Composition

Dehydrated lamb protein (21%), rice, potatoes, raw lamb (11%), chicken fat, dehydrated chicken protein, hydrolyzed poultry proteins, dried eggs, chicken cartilage (source of glucosamine and chondroitin sulfate), 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.



Available in size: 0.8 kg, 2 kg.

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

Analytical Constituents

Crude protein.....	30%
Crude fat	16.8%
Crude fibre	2.3%
Crude ash.....	8%
Calcium.....	1.35%
Phosphorus.....	0.90%
Omega-6 fatty acids	2.5%
Omega-3 fatty acids	0.70%

VIDA NATIVA

HIGHLANDS

LAMB WITH BROWN RICE



Puppy
medium & large breeds



60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

Energy and muscle function are fueled by lamb protein. Salmon oil and antioxidants enhance skin, coat and general vitality.

Composition

Dehydrated lamb protein (20%), rice, potatoes, raw lamb (11%), chicken fat, dehydrated chicken protein, hydrolyzed poultry protein, dried eggs, chicken cartilage (source of glucosamine and chondroitin sulfate), 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.



Available in size: 2 kg, 12 kg.

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

Analytical Constituents

Crude protein.....	29%
Crude fat	15.7%
Crude fibre	2.3%
Crude ash.....	8%
Calcium.....	1.35%
Phosphorus.....	0.95%
Omega-6 fatty acids	2.3%
Omega-3 fatty acids	0.65%



VIDA NATIVA

NORDICA

SALMON WITH BUTTERNUT SQUASH



Puppy
medium & large breeds



60% Animal Ingredients

40% Vegetables, Fruits, Botanicals & Nutrients

0% Artificial Colours, Flavours and Preservative Added

High-quality protein from salmon and eggs fuels muscle growth. Butternut squash and antioxidants enhance digestive health and immune defenses.

Composition

Dehydrated salmon protein (20%), potatoes, pea starch, salmon (12%), fish oil (from salmon), hydrolyzed fish proteins, dried shrimps (source of glucosamine and chondroitin sulphate), 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: 2 kg, 12 kg.

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

Analytical Constituents

Crude protein.....	27%
Crude fat	15.7%
Crude fibre	2.6%
Crude ash.....	8.3%
Calcium.....	1.15%
Phosphorus.....	0.80%
Omega-6 fatty acids	1.7%
Omega-3 fatty acids	1%



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kraftiapet.com