



## **Press Information**

### **HiLife Complete Moist relaunched - and even better!**

One of our most popular dog foods, HiLife Complete Moist, is being relaunched with a series of improvements to both its recipes and packaging.

Its two most popular recipes, Rich in Beef flavoured with Cheese and Rich in Turkey & Chicken flavoured with Bacon remain – but now they include even more high quality meat content and neither contains artificial colours. Both will still be available in 1.5kg and 6 kg sizes.

Gone too are the old-fashioned portion-controlled bags in the 1.5kg packs, now replaced by a single tear-top, re-sealable, stand-up pack which allows portion sizes to be easily adjusted to the specific needs of the individual dog. A feeding guide is included to help prevent over- or under-feeding.

Both quality and packaging get even better ... yet we haven't added a penny to the recommended retail prices. Still just £3.65 for 1.5kg and £12.65 for 6kg.

