



Press Information

We've made the 60% cat food range better than ever!

Who says you can't improve on even the best? Certainly we don't rest on our laurels when it comes to even the most popular of our cat foods. And the HiLife 60% pouch food range is way up among our best sellers!

We regularly monitor the opinions of our customers and as a result of what you've told us we're introducing improved and new recipes. You'll be pleased to know we're not sacrificing one jot of the high 60% levels of the main fish or meat ingredients; the only additions we're making are easily digestible, low allergen and natural.

These include the 'HiLife Naturals' package: fish oil as a natural source of Omega 3 and 6 fatty acids, essential vitamins and minerals from natural seaweed, natural prebiotic chicory to aid the digestive process and natural antioxidant green tea extract. As before, there are no artificial additives, colours or preservatives.

The new and improved HiLife '60%' range provides complete nutrition through every lifestage and comprises multipacks of twelve, each with selections of three improved recipes. There are two adult multipacks, Poultry Collection and Ocean Assortment together with the revamped Kitten/Junior Collection, which provides all the nutrition needed from weaning to around 18 months and, for less active and older cats from about seven years, the Senior Selection.

How much extra would you say you'd have to pay for all these improvements? ***Not one penny! The recommended retail price remains exactly the same.***

Look out for the newly designed packs – they're on shelf now!