



LIONEL'S CHOICE

Holistic Nutrition

Developed by an acclaimed nutritionist and consulting veterinarian, providing a complete and balanced diet for all breeds.



Protect. Love

www.lionelschoice.com

OUR STORY

The birth of Lionel's Choice

A clear mission

Lionel was a working dog, and like many other dogs, he suffered from severe skin allergies. These were attributed to allergens found in his feed. The predicament of this working dog deeply moved Lionel, our founder (who shares the same name). The mission was clear, to develop a holistic diet that supports gut, skin, and coat health.

Mission objectives:

Develop a fixed feed formulation suitable for all breeds regardless of their frame size.

Its contents had to consist of quality ingredients with fewer potential allergens minimising the risk of adverse reactions towards certain ingredients.

Include natural supplements supporting the immune system in coping with potential allergic triggers.

Be affordable, as many service and shelter dogs are reliant on food supplied via state tender or donations, often lacking in the nutritional elements needed by service dogs.

An acclaimed animal nutritionist and consulting veterinarian took up the challenge, and so the brand known today as Lionel's Choice was born.



VISION AND VALUES

Starting with a vision Trusted Holistic Nutrition

We will always provide pet lovers with a range of pet products consistently produced to the highest of standards, products of affordability you can trust, and your pets will love - **because we see your pets as our own.**

A vision underpinned by our values

Responsibility

We will always value what we do through self-respect

Transparency

Products of affordability you can trust

Ownership

We see your pets as our own

Teamwork

By working together we will always strive to ensure our products are consistently produced to what we promise

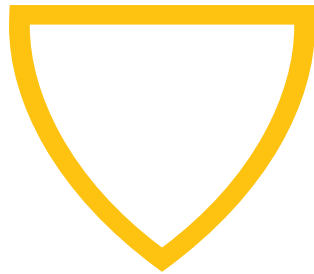
Innovation

Continuously seeking new and better ways to provide comprehensive pet care to the best of our ability



LOGO AND POSITIONING STATEMENT

Brand meaning
What we stand for



to protect

to love



Protect. Love

**The right choice makes
a lifetime's difference**



The right choice makes a lifetime's difference.



Free from
added sugar
fish and soya protein
artificial colourants
artificial palatants



Lean muscle
Quality animal protein
Essential amino acids to support muscle maintenance



Shiny skin and coat
Ideal Omega 6:3 ratio
Balanced fatty acids to support skin and coat health



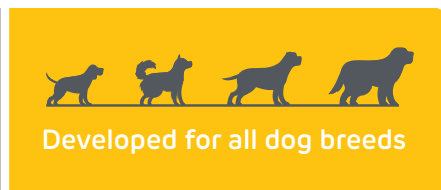
Healthy gut
Butyrate and Chicory (prebiotic)
Supports gut health and digestive function



Effective immune system
Rooibos and chestnut enriched
Natural antioxidants to support the immune system



Strong dental
Calcium and phosphorus
The ideal mineral ratio helps support healthy teeth



We pride ourselves in providing your pet with a holistic balanced nutrition obtained by using the high quality ingredients it deserves.



Lean muscle

Quality animal protein
Essential amino acids to support muscle maintenance



Shiny skin and coat

Ideal Omega 6:3 ratio
Balanced fatty acids to support skin and coat health



Healthy heart and eyes

Added Taurine
Supports normal heart function and vision



Effective immune system

Essential Vitamins and Minerals
Supports healthy immune function



Strong dental

Calcium and phosphorus
The ideal mineral ratio helps support healthy teeth



Developed for all cat breeds





Lionel's Choice Canine Food

**A holistic approach to
comprehensive support.**



Protect. Love

A holistic approach to comprehensive support.



Gut Support

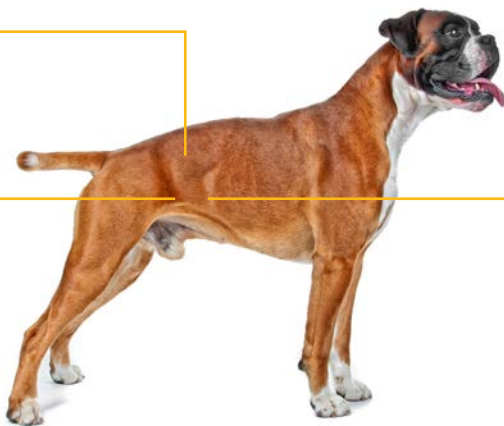
Gut health is much more than just ensuring good digestion of food. In Lionel's Choice we have a focus on maintaining the gut barrier an important line of defense in the immune system. Supporting the establishment of a healthy gut microbiome and ensuring good digestibility of food for maximum nutrition.

Gut Barrier Support:

Botanical extracts and **Butyrate**. Butyrate is a fatty acid that provides energy for epithelial cells in the stomach and intestinal tract lining. In the Intestinal tract the epithelial cells use this energy to promote the growth of villi, structures that aid in the absorption of nutrients. Butyrate also helps to stabilise tight junctions of epithelial cells in the small intestine, to ensure secure barrier against pathogens and unwanted metabolites entering the bloodstream. **Chestnut tannins** are rich in natural polyphenols to provide antioxidant support to help protect the body against the health-damaging effects of free radicals.

Microbiome support:

Chicory root is an excellent source of Inulin a mono-oligosaccharide. The inulin is a prebiotic, which means that it is a source of energy for the microbes that inhabit the gastro-intestinal tract of your dog. By supplying a readily available energy source, we ensure that the gut microbiome flourishes. **Chestnut tannins** to help maintain and ideal GIT microbial balance, and to reduce fermentation metabolites that may negatively impact GIT health.



Digestive support:

A blend of soluble and insoluble fibre ensures that food passage rate allows for enough time for adequate absorption without causing constipation and helps with the feeling of satiety.



A holistic approach to comprehensive support.



Skin and Coat Health

To understand skin and coat health one must first understand the function of the skin. The primary functions of skin are to protect, regulate and sense.

Skin health and membrane flexibility:

Fatty acids play an important role in skin and coat health, both in a direct manner and indirect. Much like amino acids are building blocks of protein. Fatty Acids are the building blocks of fats. Some fatty acids are considered essential and are obtained through the dog's diet. Dogs require long chain fatty acids from the Omega 6 and 3 groups for optimal health. **Omega 6 and 3 fatty acids** are important for skin health and membrane flexibility.

The epidermal barrier matrix:

Omega 6 fatty acids such as linoleic acid is considered essential for dogs. The outer layer of the epidermis, consist of flat keratin filled cells held together by lipids(fats). The lipid matrix consists mostly of ceramides, cholesterol, and free fatty acids. Linoleic acid is used as structural building block in long chain fatty acids that form the ceramides essential for the epidermal barrier matrix.

The Omega 3 essential fatty acids for dogs are **alpha-linolenic acid (ALA)**, **eicosapentaenoic acid (EPA)** and **docosahexaenoic acid (DHA)**. These essential fatty acids compete with arachidonic acid to be converted into biologically active lipids known to play roles in inflammation and immune response.

Managing allergies:

The combination and ratio of Omega 6 to 3 fatty acids are important to manage itchy skin conditions such as allergies and atopic dermatitis in dogs. **Lionel's Choice contains ingredients such as Canola and poultry oil** which are both excellent sources of Omega 6 and 3 fatty acids.



LIONEL'S CHOICE CANINE

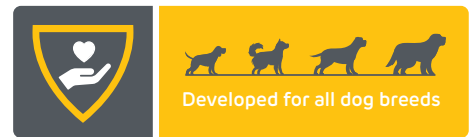
Adult

A wholesome life maintained

Lionel's Choice Adult food is a hypoallergenic formula, single animal protein diet (chicken) supporting gut, skin and coat health, minimising digestive upsets and allergies. It further supports joint health with Chondroitin naturally found in chicken.



Free from
added sugar
fish and soya protein
artificial colourants
artificial palatants



Ingredients

Whole Ground Corn, Low Ash Poultry Meal, Prime Corn Gluten, Rice, Canola Seed Meal, Oat Bran, Fat and Oil Blend (Beef Tallow, Chicken Fat, Canola Oil (3), Sunflower Oil & Soybean Oil), Wheat Bran, Poultry Plasma Protein, Calcium Phosphate, Natural Palatant, Calcium Carbonate, Sodium Chloride, Potassium Carbonate, Chicory Fibre (1), Chestnut Extract (2), Rooibos (2), Butyrate (1), Approved Vitamins and Minerals

- (1) with Chicory providing prebiotics along with added Butyrate helping to support gut health and digestive function
- (2) with Rooibos and Chestnut Antioxidants to help maintain cellular integrity and maintain immune function in a natural way
- (3) Canola Oil represents at least 20% of our blend of oils and fats to ensure the right amount of Omega 3 Fatty Acids for your dog's skin and coat health
- (4) Essential amino acids provided by quality animal proteins support muscle maintenance and functioning
- (5) Ideal Calcium to Phosphorous ratio along with trace minerals support healthy teeth



LIONEL'S CHOICE CANINE

Adult

Guaranteed nutrients (g/kg*)

Protein	200 (min)
Moisture	100 (max)
Oils and Fats	100 (min)
Fibre	45 (max)
Ash	60 (max)
Ca:P Ratio	1,5 – 2:1
Phosphorous	8 (min)
Linoleic Acid	15 (min)
Omega 6:3 ratio	5 – 10:1
Vitamin A	12,000 IU (min)
Vitamin E	75 IU (min)





Minerals

Iron, Copper, Manganese, Zinc, Cobalt, Selenium, Iodine, Potassium

Vitamins

Vitamin A, D3, E, K3, B1 and B2
 Vitamins B6 and B12
 Niacin
 Calcium Pantothenate
 Folic Acid
 Biotin
 Choline Chloride

*Expressed on an "as fed basis"

DAILY FEEDING GUIDELINES (weigh food for proper feeding)					
BREED	Weight (kg)	Feeding guide based on activity level of dog (grams/day)			
		High (3-6 h/day)	Moderate (1-3 h/day)	Low (< 1 h/day)	Obese
	2	80	60	50	50
	5	150	130	100	90
	10	260	210	170	150
	15	350	290	230	210
	20	430	360	290	260
	25	510	420	340	300
	30	550	480	390	350
	35	580	540	440	390
	40	720	600	480	430
	60	850	710	570	510
	70	1 100	920	720	660
	90	1 330	1 110	880	800

These recommended amounts are for average conditions. Your dog's requirements may vary according to its breed, age, size, activity and environment. Always ensure that your dog has free access to plenty of fresh, clean water.



LIONEL'S CHOICE CANINE Puppy

A good foundation is essential

Lionel's Choice Puppy food provides the ideal balance of nutrients to aid the rapid growth in puppies. Our food is highly digestible, contains quality protein for muscle growth and energy and the correct ratio of Calcium and Phosphorus to assist in the proper formation of bones and teeth.



Free from
added sugar
fish and soya protein
artificial colourants
artificial palatants



Ingredients

Whole Ground Corn, Low Ash Poultry Meal, Prime Corn Gluten, Rice, Canola Seed Meal, Oat Bran, Fat and Oil Blend (Beef Tallow, Chicken Fat, Canola Oil (3), Sunflower Oil & Soybean Oil), Wheat Bran, Poultry Plasma Protein, Calcium Phosphate, Natural Palatant, Calcium Carbonate, Sodium Chloride, Potassium Carbonate, Chicory Fibre (1), Chestnut Extract (2), Rooibos (2), Butyrate (1), Approved Vitamins and Minerals

(1) with Chicory providing prebiotics along with added Butyrate helping to support gut health and digestive function

(2) with Rooibos and Chestnut Antioxidants to help maintain cellular integrity and maintain immune function in a natural way

(3) Canola Oil represents at least 20% of our blend of oils and fats to ensure the right amount of Omega 3 Fatty Acids for your dog's skin and coat health

(4) Essential amino acids provided by quality animal proteins support muscle maintenance and functioning

(5) Ideal Calcium to Phosphorous ratio along with trace minerals support healthy teeth



LIONEL'S CHOICE URBAN

Puppy

Guaranteed nutrients (g/kg*)

Protein	280 (min)
Moisture	100 (max)
Oils and Fats	90 (min)
Fibre	40 (max)
Ash	60 (max)
Ca:P Ratio	1,1 – 2:1
Calcium	12 (min)
Phosphorous	9 (min)
Linoleic Acid	12 (min)
Omega 6:3 ratio	5 – 10:1
Vitamin A	12,000 IU (min)
Vitamin E	75 IU (min)





Minerals

Iron, Copper, Manganese, Zinc, Cobalt, Selenium, Iodine, Potassium

Vitamins

Vitamin A, D3, E, K3, B1 and B2
 Vitamins B6 and B12
 Niacin
 Calcium Pantothenate
 Folic Acid
 Biotin
 Choline Chloride

*Expressed on an "as fed basis"

DAILY FEEDING GUIDELINES (weigh food for proper feeding)								
BREED	Expected Adult Weight (kg)	Age (months)						
		2	4	6	8	12		
	1 – 5	20 – 70	40 – 120	40 – 150	40 – 120	40 – 120	40 – 120	40 – 120
	5 – 7.5	70 – 90	120 – 160	130 – 180	120 – 160	120 – 160	120 – 170	120 – 170
	7.5 – 10	90 – 100	160 – 200	180 – 220	160 – 200	160 – 200	170 – 210	170 – 210
	10 – 15	100 – 140	200 – 270	220 – 290	200 – 270	210 – 280	210 – 280	210 – 280
	15 – 20	140 – 180	270 – 340	290 – 350	270 – 340	280 – 350	280 – 350	280 – 350
	20 – 30	180 – 240	340 – 440	350 – 470	340 – 440	350 – 480	350 – 480	350 – 480
	30 – 40	240 – 290	440 – 540	470 – 580	440 – 540	480 – 590	480 – 590	480 – 590
	40 – 50	290 – 330	540 – 620	580 – 700	540 – 620	590 – 690	590 – 690	590 – 690
	50 – 60	330 – 350	620 – 690	700 – 810	620 – 700	690 – 780	690 – 780	690 – 780
	60 – 70	350 – 370	690 – 730	810 – 880	700 – 770	780 – 870	780 – 870	780 – 870
	70 – 80	370 – 410	730 – 810	880 – 970	770 – 850	870 –	870 –	870 –

These guidelines are for average conditions. Your puppy's requirements may vary depending on breed, age, sex, environment and activity and level. Monitor your puppy's weight and make feeding adjustments as necessary. Do not overfeed your puppy. If there is food left over after one hour, remove it. This will help keep your puppy on schedule. Feed your puppy with the same food at the same time each day. Abrupt changes in your puppy's diet may cause stomach upset and diarrhea. When switching to a new food, gradually transition him to the new food by mixing proportions of both foods until you slowly phase out the old food. If you are mixing water with dry food, you should mix 4 parts dry food to 1 part water. Clean your puppy's food and water bowls daily. Once your puppy begins to eat solid food they should be fed three times per day. After six months, daily recommendations may be divided into two to four meals. For puppies over six months, one daily feeding should meet their needs.





Lionel's Choice Feline Food

**A holistic approach to
comprehensive gut support.**



Protect. Love

LIONEL'S CHOICE FELINE

Adult

Support for an adventurous life

Lionel's Choice Adult cat food is rich in Omega 3 and 6 Fatty Acids for healthy skin and coat, added Taurine for healthy eyesight and proper functioning of the heart muscle and prebiotics for added digestive support.



INGREDIENTS:

Cereals, meat and animal derivatives, fish and fish derivatives, vegetable derivatives, oils and fats, vitamins and minerals, taurine, natural colourants, approved anti-oxidants

GUARANTEED NUTRIENTS*

	(g/kg)
Protein	280 (min)
Moisture	100 (max)
Fat	120 (min)
Fibre	24 (max)
Ash	65 (max)
Taurine	1 (min)
Linoleic acid	17 (min)

*Expressed on an "as fed basis"

DAILY FEEDING GUIDELINES (weigh food for proper feeding)

ALL BREEDS	Expected Adult Weight (kg)	From - To (grams/day)
Size	2 — 3	35 — 55
	3 — 4	55 — 70
	4 — 6	70 — 100

Your cats' requirements may vary according to its breed, age, size, activity and environment. Always ensure that your cat has free access to fresh, clean water.





www.lionelschoice.com

LIONEL'S CHOICE

Holistic Nutrition

Brought to you by
**Your
Companion**

Your Companion (Pty) Ltd

Reg no 2011/100210/07

Corner of Brug and Isotope Street, Bellville 7530,
Cape Town, South Africa
PO Box 337, Bellville, 7535, South Africa
P +27 21 911 5552
E info@yourcompanion.co.za

Orders and Inquiries

SOUTH

Michelle Fortuin
P +27 21 911 5552
E orderscpt@yourcompanion.co.za

NORTH

Amanda Smith
P +27 10 591 2030
E ordersjhb@yourcompanion.co.za

