

**VIGOR & SAGE**

**HEALTHY LIFESTYLE**  
for dogs & cats

**10<sup>TH</sup> YEARS GLOBAL BRAND SINCE 2016**

**FREEZE-DRIED**



**FREEZE DRIED | ALS**  
COMPLETE CAT FOOD  
All Life Stages  
1.2 kg

**Herbal Highlight**

**Lily Root**

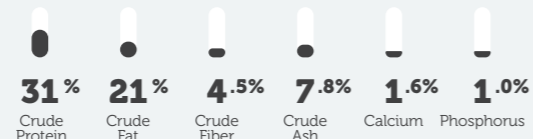
Naturally rich in fatty acids, Lily Root supports skin integrity, enhances coat luster, and offers antifungal and anti-inflammatory benefits—elevating both beauty and comfort.

**Coix Seed**

A premium botanical source of fatty acids, Coix Seed helps preserve skin elasticity and promotes a radiant, silky coat in adult cats.

**Angelica Root**

Traditionally revered for boosting blood circulation, Angelica Root stimulates collagen and skin cell renewal—nurturing healthy, youthful skin from within.



**88% ANIMAL PROTEIN** | **26% Fresh Salmon Meat**

**Composition**

Fresh salmon(26%), dried salmon(20%), dried potato, dried peas, freeze-dried salmon trout nuggets (10%), chicken fat, dried beet pulp, linseed, salmon oil, brewer's yeast, seaweed(0.4%), fructo-oligo-saccharides(FOS), lilyroot(0.14%), coix seed(0.14%), angelica root(0.14%), dried carrot, dried tomato, dried plum, dried lemon, yucca

**Analytical Constituents**

Crude protein 31.0%, Crude fat 21.0%, Crude fiber 4.5%, Crude ash 7.8%, Calcium 1.6%, Phosphorus 1.0%, Moisture 8.0%, Taurine 0.12%.

**Additives, Nutritional Additives (per kg)**

Vitamin A: 18,000 IU, Vitamin D3: 1,800 IU, Vitamin E: 300 IU (natural antioxidants), copper (cupric sulphate, pentahydrate) 3.5 mg, copper (cupric chelate of glycine hydrate) 1.5 mg, iron (ferrous sulphate, monohydrate) 50 mg, iron (ferrous chelate of glycine hydrate) 25 mg, manganese (manganous oxide) 20 mg, manganese (manganese chelate of glycine hydrate) 10 mg, zinc (zinc sulphate, monohydrate) 45 mg, zinc (zinc chelate of glycine hydrate) 20 mg, iodine (calcium iodate, anhydrous) 1.5 mg, Taurine 1,000 mg, flavours, rosemary extract, antioxidants

**SUPER PALATABILITY**

"Simply irresistible"

**90% Nutritious Kibble** | **Fresh Salmon Meat**



**Herbs**

**10% Freeze-Dried Salmon Nuggets**



**1 Freeze-Dried Nugget** ≈ **4 Fresh Trout Pieces**

**WHY CHOOSE VIGOR AND SAGE?**



**Mono Animal Protein**

Carefully selected to minimize allergens and support optimal digestion. A pure source of high-quality protein for sensitive pets



**Boneless Fresh Meat**

Rich in essential amino acids, vitamins, and minerals—our boneless cuts ensure maximum bioavailability and superior nutritional value.



**Grain-Free Formula**

Designed for better tolerance. Eliminating grains helps reduce common food sensitivities and supports a healthier gut environment.



**Functional Herbs**

Infused with premium, carefully chosen herbs known for their natural anti-inflammatory and antioxidant properties—to nourish, balance, and elevate your pet's well-being.

**Q & A**

**Q: Can pets consume herbs?**

Veterinary herbal medicine has been used for thousands of years, with documented records spanning ancient to modern times. Research on applying Chinese herbs to pet health continues to evolve. For any concerns, we suggest consulting experts or traditional Chinese veterinarians for guidance.

**Q: Do herbs have a strong odor? Will they affect palatability that makes dogs and cats refuse to eat them?**

In reality, the formulas are not heavily scented. These recipes have been marketed for years and are continuously refined, with high acceptance rates in palatability. Market data across regions also reflects positive feedback.

**Q: Online sources mention "lilies" are toxic. Could they harm pets if ingested?**

There are over 100 lily species. Vigor & Sage uses "Lilium lancifolium bulbs" (tiger lily bulbs), an edible variety traceable to safe sources. Recognized in traditional medicine and cuisine, tiger lily bulbs are renowned for their health benefits. They contain starch, protein, fats, calcium, phosphorus, iron, and nutrients like vitamins B1, B2, C, pantothenic acid, and carotenoids.

**Q: There are small black specks on the kibble. Is this mold?**

No! Those specks are Vigor & Sage's patented seaweed extract coating, designed to enhance palatability and maintain your pet's oral health!

**Q: Why do kibble colors vary?**

Minor color/texture variations between batches are natural in premium pet food due to our use of fresh, seasonal ingredients and 24-hour-fresh meat. For example, chicken meal color may vary with natural fat content differences and sweet potato powder color also may change by harvest season. All batches meet strict quality standards – nutritional value and safety are guaranteed.

## WELL-BEING



### WOLFBERRY | KITTEN

COMPLETE CAT FOOD

Up to 12 Months

0.4 kg, 2 kg, 10 kg

#### Herbal Highlight

##### Goji Berry (Wolfberry)

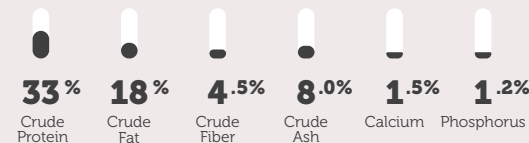
A superfruit for your kitten's vitality—rich in antioxidants to protect the nervous system, support immunity, and promote balanced energy from the very start.

##### Tangerine Peel

Gentle on tiny tummies, this fragrant peel aids digestion while nurturing delicate skin and respiratory health—perfect for growing kittens.

##### Yam

Naturally rich in vitamin C, yam soothes young digestive systems, encourages healthy bile flow, and helps reduce intestinal inflammation—nurturing comfort from within.



**88%** | ANIMAL PROTEIN | **26%** | Fresh Chicken Meat

#### Composition

Fresh boneless chicken meat (26.0%), dried chicken (25.0%), dried peas, dried potato, chicken fat, dried beet pulp, salmon oil, linseed, seaweed (0.4%), brewer's yeast, fructo-oligosaccharides (FOS), goji berry (0.14%), tangerine peel (0.14%), yam (0.14%), dried carrot, dried lemon, dried kiwi, dried banana, dried cranberry, yucca.

#### Analytical Constituents

Crude protein 33.0%, crude fat 18.0%, crude ash 8.0%, crude fibre 4.5%, moisture 8.0%, calcium 1.5%, phosphorus 1.2%, taurine 0.12%.

#### Additives, Nutritional Additives (per kg)

Vitamin A: 18,000 IU, Vitamin Ds: 1,800 IU, Vitamin E: 300 IU (natural antioxidants), copper (cupric sulphate, pentahydrate) 5.0 mg, iron (ferrous sulphate, monohydrate) 80 mg, manganese (manganous oxide) 30 mg, zinc (zinc sulphate, monohydrate) 75 mg, iodine (calcium iodate anhydrous) 1.5 mg, selenium (sodium selenite) 0.1 mg, taurine 1,000 mg.

## WELL-BEING



### GINSENG | ADULT

COMPLETE CAT FOOD

Over 12 Months

0.4 kg, 2 kg, 4 kg, 10 kg

#### Herbal Highlight

##### Ginseng

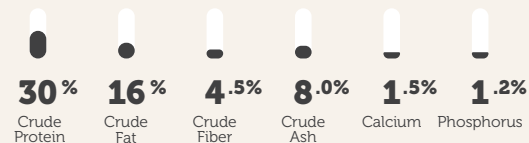
A powerful adaptogen known to reduce stress, combat inflammation, and enhance immune resilience—supporting overall vitality and graceful aging in adult cats.

##### Poria

A traditional botanical that aids digestion, supports immune health, enhances urinary balance, and nurtures the skin—contributing to overall feline wellness.

##### Wild Chrysanthemum

Rich in bioactive oils, vitamins, and trace minerals—this elegant flower supports skin health and provides natural micronutrient reinforcement.



**88%** | ANIMAL PROTEIN | **26%** | Fresh Chicken Meat

#### Composition

Fresh boneless chicken meat (26.0%), dried chicken (23.0%), dried peas, dried potato, dried beet pulp, chicken fat, salmon oil, linseed, dried carob pods, seaweed (0.4%), brewer's yeast, fructo-oligosaccharides (FOS), ginseng (0.14%), poria (0.14%), wild chrysanthemum (0.14%), dried tomato, dried carrot, dried lemon, dried apple, dried cranberry, yucca.

#### Analytical Constituents

Crude protein 30.0%, crude fat 16.0%, crude ash 8.0%, crude fibre 4.5%, moisture 8.0%, phosphorus 1.2%, calcium 1.5%, taurine 0.12%.

#### Additives, Nutritional Additives (per kg)

Vitamin A: 18,000 IU, Vitamin D3: 1,800 IU, Vitamin E: 300 IU (natural antioxidants), copper (cupric sulphate, pentahydrate) 5.0 mg, iron (ferrous sulphate, monohydrate) 80 mg, manganese (manganous oxide) 30 mg, zinc (zinc sulphate, monohydrate) 75 mg, iodine (calcium iodate anhydrous) 1.5 mg, selenium (sodium selenite) 0.1 mg, taurine 1,000 mg.

## BEAUTY HAIR & SKIN



### LILY ROOT | ADULT

COMPLETE CAT FOOD

Over 12 Months

0.4 kg, 2 kg, 4 kg, 10 kg

#### Herbal Highlight

##### Lily Root

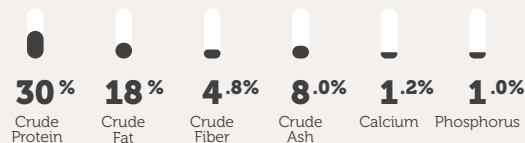
Naturally rich in fatty acids, Lily Root supports skin integrity, enhances coat luster, and offers antifungal and anti-inflammatory benefits—elevating both beauty and comfort.

##### Coix Seed

A premium botanical source of fatty acids, Coix Seed helps preserve skin elasticity and promotes a radiant, silky coat in adult cats.

##### Angelica Root

Traditionally revered for boosting blood circulation, Angelica Root stimulates collagen and skin cell renewal—nurturing healthy, youthful skin from within.



**88%** | ANIMAL PROTEIN | **26%** | Fresh Salmon Meat

#### Composition

Fresh salmon (26.0%), dried salmon (20.0%), dried potato, dried peas, chicken fat, dried beet pulp, linseed, salmon oil, brewer's yeast, seaweed (0.4%), fructo-oligosaccharides (FOS), lily root (0.14%), coix seed (0.14%), angelica root (0.14%), dried carrot, dried tomato, dried plum, dried lemon, yucca.

#### Analytical Constituents

Crude protein 30.0%, crude fat 18.0%, crude ash 8.0%, crude fibre 4.8%, moisture 8.0%, phosphorus 1.0%, calcium 1.2%, taurine 0.12%, omega 3-fatty acids 1.0%, omega-6 fatty acids 2.6%.

#### Additives, Nutritional Additives (per kg)

Vitamin A: 18,000 IU, Vitamin D3: 1,800 IU, Vitamin E: 300 IU (natural antioxidants), copper (cupric sulphate, pentahydrate) 5.0 mg, iron (ferrous sulphate, monohydrate) 80 mg, manganese (manganous oxide) 30 mg, zinc (zinc sulphate, monohydrate) 75 mg, iodine (calcium iodate anhydrous) 1.5 mg, selenium (sodium selenite) 0.1 mg, taurine 1,000 mg.

## STERILIZED CARE



### PORIA | ADULT

COMPLETE CAT FOOD

Over 12 Months

2 kg, 10 kg

#### Herbal Highlight

##### Goji Berry

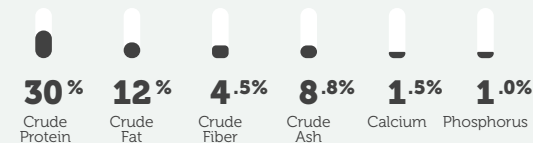
A superfruit for your kitten's vitality—rich in antioxidants to protect the nervous system, support immunity, and promote balanced energy from the very start.

##### Poria

A traditional botanical that aids digestion, supports immune health, enhances urinary balance, and nurtures the skin—contributing to overall feline wellness.

##### Licorice

A soothing herb that protects the digestive tract, supports respiratory health, and offers powerful anti-inflammatory, antiviral, and antibacterial properties—ideal for maintaining sterilized cat.



**88%** | ANIMAL PROTEIN | **26%** | Fresh Lamb Meat

#### Composition

Fresh boneless lamb meat (26.0%), dried peas, dried lamb (15.0%), dried potato, dried beet pulp, brewer's yeast, chicken fat, salmon oil, linseed, dried carob pods, dried alfalfa, seaweed (0.4%), fructo-oligosaccharides (FOS), poria (0.14%), goji berry (0.14%), licorice root (0.14%), dried carrot, dried cranberry, dried plum, dried lemon, dried celery, yucca.

#### Analytical Constituents

Crude protein 30.0%, crude fat 12.0%, crude ash 8.8%, crude fiber 4.5%, moisture 8.0%, phosphorus 1.0%, calcium 1.5%, taurine 0.12%.

#### Additives, Nutritional Additives (per kg)

Vitamin A: 18,000 IU, Vitamin D3: 1,800 IU, Vitamin E: 500 IU (natural antioxidants), copper (cupric sulphate, pentahydrate) 5.0 mg, iron (ferrous sulphate, monohydrate) 80 mg, manganese (manganous oxide) 30 mg, zinc (zinc sulphate, monohydrate) 75 mg, iodine (calcium iodate anhydrous) 1.5 mg, selenium (sodium selenite) 0.1 mg, taurine 1,000 mg, L-carnitine 250 mg.

## LOW SENSITIVITY



### YAM | ADULT

COMPLETE CAT FOOD

Over 12 Months

2 kg, 10 kg

#### Herbal Highlight

##### Yam

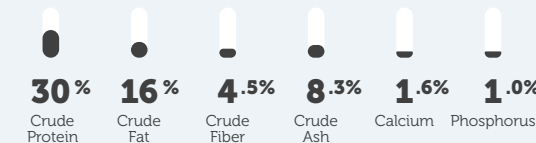
Naturally rich in vitamin C, yam soothes digestive systems, encourages healthy bile flow, and helps reduce intestinal inflammation—nurturing comfort from within.

##### Poria

A traditional botanical that aids digestion, supports immune health, enhances urinary balance, and nurtures the skin—contributing to overall feline wellness.

##### Coix Seed

A premium botanical source of fatty acids, Coix Seed helps preserve skin elasticity and promotes a radiant, silky coat in adult cats.



**88%** | ANIMAL PROTEIN | **26%** | Fresh Whitefish Meat

#### Composition

Fresh whitefish (26.0%), dried whitefish (16.0%), dried peas, dried potato, chicken fat, dried beet pulp, brewer's yeast, salmon oil, lignocellulose, lutein, linseed, dried carrot, dried apple, dried banana, dried mango, dried tomato, dried kiwi, dried celery, dried cranberry, lecithin, seaweed, inulin, licorice root (0.10%), Yam (0.10%), coix seed (0.10%), Poria (0.10%), YUCCA.

#### Analytical Constituents

Crude protein 30.0%, Crude fat 16.0%, Crude fiber 4.5%, Crude ash 8.3%, Calcium 1.6%, Phosphorus 1.0%, Moisture 8.0%, Taurine 0.12%.

#### Additives, Nutritional Additives (per kg)

Vitamin A: 18,000 IU, Vitamin D3: 1,800 IU, Vitamin E: 300 IU (natural antioxidants), Vitamin C: 140 mg, copper (cupric sulphate, pentahydrate) 3.5 mg, copper (cupric chelate of glycine hydrate) 1.5 mg, iron (ferrous sulphate, monohydrate) 50 mg, iron (ferrous chelate of glycine hydrate) 25 mg, manganese (manganous oxide) 20 mg, manganese (manganese chelate of glycine hydrate) 10 mg, zinc (zinc sulphate, monohydrate) 45 mg, zinc chelate of glycine hydrate) 20 mg, iodine (calcium iodate, anhydrous) 1.5 mg, Taurine 1,000 mg.