

Our dog food is different. We make fresh new recipes every week, we feed them to our dogs every week, and we test them in the lab every week. We're very proud of our food and we love talking about it.

We're confident Different Dog is nutritionally balanced but our food ambitions go way beyond providing the essentials. Our food is packed with nutrients to help painful joints and maintain healthy skin and digestive systems. We've included high levels of antioxidants to fight free radicals, reducing cell damage and attempting to lessen chronic disease and the effects of the ageing process on certain organs.



Here are some important things a health conscious dog would really care about

Important Thing	Why it Matters	Our Target	Our Score (Apr - Sep 18)
Protein	Growth and repair of cells	40-60g per 100g	48g per 100g
Fat	Energy, insulation, absorbing vitamins	15-30g per 100g	25g per 100g
Omega 6 : Omega 3 ratio	Healthy body and coat	1:1 to 3:1	2.4:1
Calcium : Phosphorus ratio	Bones, teeth, cell growth, kidney function	1.0:1 to 1.6:1	1.4:1
Vitamin A	Skin and coat, vision, muscles, nerves	>702 IU per 100g	3,700 IU per 100g
Vitamin D	Absorption of calcium and phosphorus	63-227 IU per 100g	207 IU per 100g

Targets based on FEDIAF Nutritional Guidelines 2017; all numbers are on a Dry Matter basis (i.e. adjusted for moisture content)