



**NOURISH
AS NATURE
INTENDED**





INTRODUCING ORIJEN™

Orijen is derived from the latin term 'origin' – meaning source or beginning. Born from a desire to mirror the diet dogs and cats have evolved to eat, Orijen represents the fullest expression of our biologically appropriate food philosophy.

Orijen pioneered Biologically Appropriate food and WholePrey nutrition. That is why fresh or raw meat*, poultry, fish, and nutrient-rich organs are always the first FIVE ingredients in Orijen.

FIRST FIVE INGREDIENTS ALWAYS FRESH OR RAW*

Ingredient example from Orijen Original Dog and Orijen Original Cat. Animal protein sources depicted in fresh form before processing.

Proportions and quantities not representative of contents of one package or serving. Cuts may vary. See ingredient list.

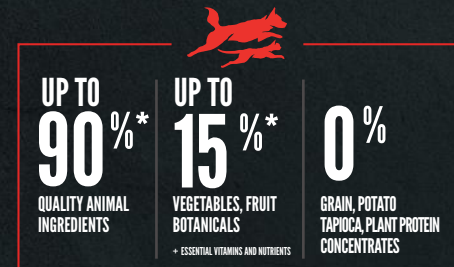
*Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at the peak of freshness to preserve nutrients.

WHAT IS ORIJEN™ ?



BIOLOGICALLY APPROPRIATE PET FOOD

Loaded with up to 90%* quality animal ingredients and fresh fruits and vegetables, our lineup of ORIJEN dog and cat food offer a variety of protein-rich, nutrient-dense recipes.



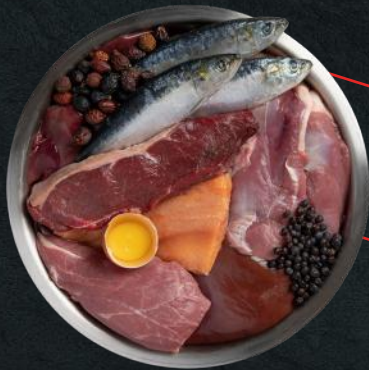
*Approximate and derived from the unprocessed state of the ingredients.

A biologically appropriate diet mirrors the rich, fresh, variety of WholePrey meats that dogs and cats have evolved to eat. Our fresh ingredients are delivered fresh or raw** from our Trusted Suppliers, directly to our kitchens. We work with a passionate team of animal nutritionists, food scientists and a veterinarian to prepare recipes your pet will thrive on. Featuring quality ingredients like beef, poultry and sustainably wild-caught fish, **feeding ORIJEN means feeding your pet the best.**

**Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at the peak of freshness to preserve nutrients.

WHAT IS ORIJEN™ ?

EVOLUTIONARY DIET



6-8
DIFFERENT ANIMAL
PROTEINS

2/3
FRESH OR RAW*

Representing the fullest expression of our Biologically Appropriate philosophy, **ORIJEN's recipes reflect diets as close as possible to what our pets' ancestors found and consumed in nature.**

Our recipes feature rich inclusions of fresh and raw* animal ingredients to nourish as nature intended.

THE WHOLEPREY DIET



POULTRY | MEAT | FISH | ORGANS | BONE

Mother Nature got it right. We followed her lead by incorporating whole meat organs, and bone in natural WholePrey ratios, eliminating the need for long lists of synthetic supplements.

Ingredient example from ORIJEN Tundra Dog. Animal protein sources depicted in fresh form before processing. Proportions and quantities not representative of contents of one package or serving. Cuts may vary. See ingredient list.

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WHY IS ORIJEN™ SUPERIOR TO COMPETITORS?

THE WHOLEPREY DIET



FIRST FIVE INGREDIENTS

ARE ALWAYS
FRESH OR RAW*
ANIMAL
INGREDIENTS



ORIJEN™



OTHERS



Ingredient example from ORIJEN Tundra Dog. Animal protein sources depicted in fresh form before processing. Proportions and quantities not representative of contents of one package or serving. Cuts may vary. See ingredient list.

*Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at the peak of freshness to preserve nutrients.

TRANSITION YOUR DOG & CAT ONTO ORIJEN™ FOOD

We all want our pets to have a well-balanced diet that keeps them healthy and thriving. If you're transitioning your pet's diet onto one of our delicious recipes, it's a good idea to slowly incorporate the new food in order to help them comfortably adapt to the new recipe.

Rotational feeding is beneficial for your pets in many ways. It mimics their ancestral diet and helps support a strong gastrointestinal environment. By rotating different ORIJEN recipes, you're giving your pet a variety of proteins with different nutritional values and an assortment of flavours.

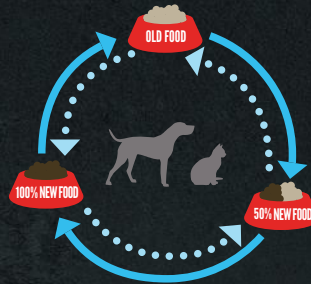


TRANSITIONAL DIET



A gradual incorporation of a new food helps prevent any stomach upsets. Adding the new diet in 25% increments over 10-14 days can make the transition to a new diet smooth and comfortable.

ROTATIONAL DIET



There's no right or wrong way to feed a rotational diet. You can mix different flavours everyday, every week, or by the bag. When rotating to a new flavour for the first time, make sure to transition to the new diet gradually. The variety of nutrition and flavour will keep your pet's mouth watering for every meal.

WHAT WE WANT YOU TO REMEMBER



1.

2/3 INGREDIENTS

ARE FRESH
OR RAW** WHOLEPREY
INGREDIENTS



2.

ORIJEN™ DELIVERS

NUTRIENT DENSE
COMPLETE PET FOOD
FOR AMAZING
HEALTH SUPPORT

4.

3.

FIRST FIVE

INGREDIENTS ARE
FRESH OR RAW**

UP TO
90%*

QUALITY ANIMAL
INGREDIENTS

UP TO
15%*

VEGETABLES, FRUIT
BOTANICALS

+ ESSENTIAL VITAMINS AND NUTRIENTS

0% PRODUCED IN A
FACILITY THAT
ALSO PROCESSES
GRAINS.

GRAIN, POTATO
TAPIOCA, PLANT PROTEIN
CONCENTRATES

*Approximate and derived from the unprocessed state of the ingredients.

Ingredient example from ORIJEN Original Dog. Animal protein sources depicted in fresh form before processing. Proportions and quantities not representative of contents of one package or serving. Cuts may vary. See ingredient list.

**Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at the peak of freshness to preserve nutrients.



**NOURISH YOUR
SMALL BREED
DOG FOR BIG
ADVENTURES**



NEW!

ORIJEN™ SMALL BREED DOG RANGE



PUPPY

1.8kg
4.5kg

1. Fresh chicken
2. Raw salmon
3. Raw turkey
4. Raw whole hake
5. Raw whole herring

Carefully crafted to help support the unique health needs of your growing small breed puppy.



MARINE FISH

1.8kg
4.5kg

1. Raw salmon
2. Raw whole herring
3. Raw flounder
4. Raw whole hake
5. Raw whole rockfish

Specifically designed for adult small breed dogs with a preference for the taste of fish or who have a sensitivity to poultry.



SMALL BREED

1.8kg
4.5kg

1. Raw turkey
2. Fresh chicken
3. Raw quail
4. Raw whole hake
5. Raw whole herring

High protein and nutrient content makes this **ideal for high-energy dogs**. Unique kibble size and shape is easier for them to eat.

SIZE

FIRST 5 INGREDIENTS

HELPFUL INFORMATION



ORIJEN™ DOG PRODUCT RANGE

								
	PUPPY	PUPPY LARGE	ORIGINAL	SENIOR	SIX FISH	REGIONAL RED	TUNDRA	FIT & TRIM
SIZE	340 G 2 KG 6 KG 11.4 KG	6 KG 11.4 KG	340 G 2 KG 6 KG 11.4 KG	2 KG 6 KG 11.4 KG	2 KG 6 KG 11.4 KG	2 KG 6 KG 11.4 KG	2 KG 11.4 KG	2 KG 6 KG 11.4 KG
FIRST 5 INGREDIENTS	<ol style="list-style-type: none"> 1. Fresh chicken 2. Raw turkey 3. Fresh chicken giblets 4. Raw whole herring 5. Raw whole hake 	<ol style="list-style-type: none"> 1. Fresh chicken 2. Raw turkey 3. Fresh chicken giblets 4. Raw whole hake 5. Raw whole herring 	<ol style="list-style-type: none"> 1. Fresh chicken 2. Raw turkey 3. Fresh chicken giblets 4. Raw whole herring 5. Raw whole hake 	<ol style="list-style-type: none"> 1. Fresh chicken 2. Raw turkey 3. Fresh chicken giblets 4. Raw whole herring 5. Raw whole hake 	<ol style="list-style-type: none"> 1. Raw whole pilchard 2. Raw whole mackerel 3. Raw whole hake 4. Raw flounder 5. Raw whole rockfish 	<ol style="list-style-type: none"> 1. Raw beef 2. Raw wild boar 3. Raw lamb 4. Raw pork 5. Raw beef liver 	<ol style="list-style-type: none"> 1. Raw lamb 2. Raw venison 3. Raw duck 4. Raw arctic char 5. Raw whole pilchard 	<ol style="list-style-type: none"> 1. Fresh chicken 2. Raw whole herring 3. Raw turkey 4. Fresh chicken giblets 5. Raw whole hake
HELPFUL INFORMATION	A diet higher in fat and calories, to support a puppy's increased energy and dietary needs while growing.	This diet helps promote slow and steady growth for large breed puppies and encourages healthy joint development.	A good option for dogs transitioning to ORIJEN, thanks to nature-inspired complete nutrition that provides peak nourishment.	A good option for older dogs who are not as active as they used to be, as it contains fewer fat and calories than most other ORIJEN diets.	A higher omega content makes this diet great for skin and coat health. With fish as the only protein, it's a great option for dogs with sensitive stomachs or allergies.	A great option for picky eaters, or to add into a rotational diet.	This diet contains unique protein sources, and is a great option for adding variety into a rotational diet.	Lower in fat and calories, this diet is a good option for dogs who need help maintaining a healthy weight.

* Produced in a facility that processes grains.

ORIJEN™ CAT PRODUCT RANGE



							
	KITTEN	ORIGINAL CAT	SIX FISH	REGIONAL RED	TUNDRA	GUARDIAN 8	FIT & TRIM
SIZE	340 G 1.8 KG	340 G 1.8 KG 5.4 KG	340 G 1.8 KG 5.4 KG	340 G 1.8 KG 5.4 KG	340 G 1.8 KG	340 G 1.8 KG	340 G 1.8 KG 5.4 KG
FIRST 5 INGREDIENTS	<ol style="list-style-type: none"> 1. Fresh chicken 2. Raw turkey 3. Raw salmon 4. Raw whole herring 5. Fresh chicken giblets 	<ol style="list-style-type: none"> 1. Fresh chicken 2. Raw turkey 3. Raw whole herring 4. Fresh chicken giblets 5. Raw whole hake 	<ol style="list-style-type: none"> 1. Raw whole pilchard 2. Raw whole hake 3. Raw whole mackerel 4. Raw flounder 5. Raw whole rockfish 	<ol style="list-style-type: none"> 1. Raw beef 2. Raw whole pilchard 3. Raw wild boar 4. Raw bison 5. Raw lamb 	<ol style="list-style-type: none"> 1. Raw duck 2. Raw arctic char 3. Raw steelhead trout 4. Raw whole pilchard 5. Raw venison 	<ol style="list-style-type: none"> 1. Fresh chicken 2. Raw salmon 3. Raw turkey 4. Raw whole herring 5. Raw whole mackerel 	<ol style="list-style-type: none"> 1. Fresh chicken 2. Fresh chicken giblets 3. Raw whole herring 4. Raw turkey 5. Raw whole hake
HELPFUL INFORMATION	<p>ORIJEN™ Kitten diet is a natural entry point for new Pet Lovers to the ORIJEN family. This diet helps support your kitten's brain development and cognitive function with naturally occurring DHA and EPA from salmon, whole mackerel and herring, and pollock oil.</p>	<p>Packed with WholePrey animal ingredients like poultry, fish, organs and bone, ORIJEN™ Original Cat diet is made with the most nutrient-dense, succulent parts of the prey to deliver the nutrition cats need.</p> <p>A good option for cats transitioning to ORIJEN.</p>	<p>A higher omega content makes this diet great for skin and coat health. With fish as the only protein, it's a great option for cats with sensitive stomachs or allergies.</p>	<p>A good option for picky eaters, and a great addition to a rotational feeding schedule.</p>	<p>This diet contains unique protein sources, and is a great option for adding variety into a rotational diet.</p>	<p>ORIJEN™ Guardian 8 is formulated for adult cats to support your cats overall health with 8 benefits through quality ingredients rather than supplementation.</p>	<p>With fewer calories and fat than other ORIJEN diets, this is a good option for cats who need help maintaining a healthy weight.</p> <p>Ideal for neutered/ Sterilized cats.</p>



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


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