



NORM.

Get wild.

Welcome to **NORM!** We're here to shake things up in the pet food world and bring something genuinely wild to the table - literally! Our range of human-grade, freeze-dried **Meal Toppers** and unique **Freakshakes** are not just packed with nutrition for dogs and cats, but they also bring a touch of the extraordinary to meal times.

We've sourced fun and unconventional proteins and organs, along with beneficial superfoods, to create something truly outside the norm! All of our products are straight from Australia, made with top-notch ingredients from human-grade suppliers. No imports, no pet-grade supplies - just premium quality through and through.

Struggling to get your clients on board with enrichment feeding? Instead of just filling their bowls, **NORM** can add variety, excitement, and let them explore different textures and flavours, promoting both physical and mental well-being. **NORM** can help inspire your clients and get them engaged with their pet's enrichment!

What about hydration? With pets needing some extra help to stay hydrated in Australian summer, our **Freakshakes** are your go-to solution. They are not just fun and tasty but are a convenient way to ensure pets stay well-hydrated, all while adding beneficial nutrients to their diet. Mix them with water or yoghurt, and watch your pet enjoy the extra splash of goodness.

So, come join the **NORM** revolution! Let's make meal times more exciting and enriching, keep our pets happily hydrated, and let them enjoy a slice of the wild, all while ensuring optimal health. Because at **NORM**, we believe in nourishing with a purpose - and a dash of fun!

FREAKSHAKES!

FUN FACT: Did you know 70% of dog owners can't tell if their pals are properly hydrated?



SPIRULINA AND CHICKEN HEART FREAKSHAKE:

INGREDIENTS:
Freeze dried chicken hearts, raw goat milk powder, spirulina.

- BENEFITS:**
- Starter recipe suitable for all pets
 - Protein rich chicken hearts (great source of amino acids like taurine).
 - Goats milk is highly palatable, has pre/probiotics and digestive enzymes, and is more easily digested than cow's milk.
 - Spirulina is considered a superfood – it is rich in antioxidants and beneficial compounds. It may even help with allergies!



PURPLE HAZE:

INGREDIENTS:
Freeze dried kangaroo liver, lung, heart and trachea, coconut milk powder, beetroot powder, butterfly pea powder.

- BENEFITS:**
- Great for active pets!
 - Kangaroo is a novel protein, lean but high in protein, and has a fantastic omega 3 to omega 6 balance.
 - Coconut milk is easily digestible, is a rapid source of energy, and is highly palatable. This easy source of energy is great for active pets.
 - Beetroot powder is rich in powerful antioxidants and other bio-active compounds possessing anti-inflammatory properties. Can help with recovery after exercise due to circulation promotion and anti-inflammatory compounds.
 - Butterfly pea flower is rich in antioxidants, protecting cells from oxidative stress.



FEAR & LOATHING:

INGREDIENTS:
Freeze dried crocodile, raw goats' milk powder, dragon fruit powder.

- BENEFITS:**
- Digestive Health!
 - Crocodile is novel protein and easily digestible with a great omega fatty acid profile.
 - Dragon fruit is rich in dietary fibre and antioxidants.
 - Goats milk has pre and probiotics, digestive enzymes, and is more easily digested than cow's milk.



NINE LIVES:

INGREDIENTS:
Freeze dried buffalo liver, raw goats milk powder, organic catnip.

- BENEFITS:**
- Specifically made for cats!
 - Buffalo liver is a novel protein and is an appealing ingredient for cats.
 - Goats milk is highly palatable, has pre/probiotics and digestive enzymes, and is more easily digested than cow's milk.
 - Catnip can stimulate and entice cats, providing them with a natural sensory experience. It may be useful as a mood enhancer, reducing anxiety and promoting relaxation and sleep.



ALICE IN WONDERLAND:

INGREDIENTS:
Freeze dried goat liver, lung, heart and trachea, coconut milk powder, turkey tail mushrooms, blue spirulina.

- BENEFITS:**
- Great for digestive health
 - Goat is a novel protein, lean but high in protein.
 - Turkey Tail Mushroom is rich in dietary fibre, antioxidants, and anti-inflammatory compounds.
 - Blue spirulina is rich in phycocyanin, which is anti-inflammatory, immune boosting, and is an antioxidant.
 - Coconut milk is easily digestible, a rapid source of energy, and is highly palatable.



GOLD DUST:

INGREDIENTS:
Freeze dried ram testes, coconut milk powder, goji berry powder, organic turmeric.

- BENEFITS:**
- Good for geriatric animals!
 - Ram (sheep) testes are a unique and highly palatable ingredient rich in protein and essential fatty acids.
 - Goji berries are incredible for supporting eye health due to high concentrations of zeaxanthin and lutein. It also has compounds that promote immune-modulating, anti-aging, and antioxidant properties. Antioxidant rich foods may also help prevent cognitive decline in aging pets.
 - Turmeric has anti-inflammatory properties, which can support joint health and overall well-being. May also assist in preventing cognitive decline, supporting liver health, and boosting the immune system.
 - Coconut milk is easily digestible, is a rapid source of energy, and is highly palatable. This easy source of energy is great for elderly pets.

