

Expert Pet Nutrition™

ADVANCE™

ADVANCE™ PROTEIN CHANGE
Final transitioning SKUs

MARS
Petcare

A Better 
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ADVANCE™ PROTEIN CHANGE



CONSISTENCY FOR PET PARENTS

ADVANCE™ recipes are formulated with proteins sourced locally from the best suppliers in Australia, ensuring high quality, sustainable sources. Five years ago, when suppliers could not guarantee delivery to Mars' sourcing and quality guidelines, we responded by beginning the transition of our range away from salmon meal to other proteins. Whilst doing so we ensured to maintain palatability, digestibility and all the benefits pet parents expect and love.



PROTEIN TRANSITION

Our final transitioning SKUs are changing to turkey protein to maintain our sensitivity claims. The only exception is ADVANCE™ for Retrievers, where the salmon meal is being replaced by chicken meal for consistency, as it was previously a chicken and salmon recipe.



QUALITY & NUTRITIONAL VALUE GUARANTEED

While the protein has changed, the fat content, vitamin, mineral, protein levels, palatability and stool quality all remain the same. Turkey is suitable for allergies, making it a great replacement and continues to be sourced in Australia from the highest quality suppliers. Turkey protein is also a great fit for our adult oodles range, with the puppy oodles already available in turkey flavour. This consistency in protein better aids in transition from puppy to adult. We confirm that all functional ingredients remain unchanged, delivering the same benefits (e.g. healthy coat, sensitive skin and digestion) as previous recipes.

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The new SKUs will be available to order **end of April**.

Given a protein change, there will be a **code change**. There is no change to pack size or pricing.



We do not anticipate any changes to performance or palatability however, we recommend a feeding transition over 7-10 days.

To notify shoppers of the change in advance and ensure a smooth transition, our field team will be stickering old SKUs from March and we will ensure the same roundel is visible online.

All ADVANCE products are supported by a money back guarantee

CONSISTENCY FOR TRANSITION FROM PUPPY TO ADULT

This change in protein better aids in the transition from puppy to adult with our Oodles & Sensitive range now consistent with Turkey protein from Puppy through to Adult diet



Puppy Oodles Turkey with Rice 2.5kg & 13kg

TRANSITION



Adult Dog Small & Large Oodles Turkey with Rice 2.5kg & 13kg



Puppy Sensitive Small, Medium & Large Breed Turkey with Rice 3kg & 15kg

TRANSITION



All Breed Sensitive Skin & Digestion Turkey with Rice 13kg

ITEM CODE
ORDER CODE



FROM

All Breed Sensitive Skin & Digestion
Salmon with Rice 13kg

374962
9334214046051

TO

All Breed Sensitive Skin & Digestion
Turkey with Rice 13kg

467631
9334214064499

FROM

Salmon Meal; Rice; Sorghum; Rice Flour; Maize Gluten;
Chicken Fat; Natural Flavour (Chicken); Dried Beet Pulp;
Vitamins and Minerals; Salt; Sunflower Oil; Inulin;
Antioxidants; Amino Acids (incl. Methionine); Colostrum.

TO

Turkey Meal; Rice; Sorghum; Rice Flour; Maize Gluten;
Chicken Fat; Natural Flavour (Chicken); Dried Beet Pulp;
Vitamins & Minerals; Fish Oil; Salt; Sunflower Oil; Inulin;
Antioxidants; Amino Acids (incl. Methionine); Colostrum.



FROM

Adult Dog Small Oodles Salmon with Rice 13kg

414067
9334214054636

TO

Adult Dog Small Oodles Turkey with Rice 13kg

469148
9334214064666

FROM

Salmon Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Chicken
Meal; Dried Beet Pulp; Natural Flavour (Chicken); Vitamins and
Minerals; Amino Acids (incl. Arginine, Taurine and Methionine);
Turkey Meal; Salt; Inulin; Antioxidants; Sodium Tripolyphosphate.

TO

Turkey Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Chicken
Meal; Natural Flavour (Chicken); Dried Beet Pulp; Vitamins and
Minerals; Salt; Amino Acids (incl. Arginine, Methionine and
Taurine); Fish Oil; Inulin; Antioxidants; Sodium
Tripolyphosphate.



FROM

Adult Dog Small Oodles Salmon with Rice 2.5kg

414061
9334214054582

TO

Adult Dog Small Oodles Turkey with Rice 2.5kg

468643
19334214064533

FROM

Salmon Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Chicken
Meal; Dried Beet Pulp; Natural Flavour (Chicken); Vitamins and
Minerals; Amino Acids (incl. Arginine, Taurine and Methionine);
Turkey Meal; Salt; Inulin; Antioxidants; Sodium Tripolyphosphate.

TO

Turkey Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Chicken
Meal; Natural Flavour (Chicken); Dried Beet Pulp; Vitamins and
Minerals; Salt; Amino Acids (incl. Arginine, Methionine and
Taurine); Fish Oil; Inulin; Antioxidants; Sodium
Tripolyphosphate.

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ITEM CODE
ORDER CODE



FROM

Adult Dog Oodles Large Salmon with Rice 13kg

414068
9334214054643

FROM

Salmon Meal; Rice; Sorghum; Rice Flour; Chicken Meal; Chicken Fat; Natural Flavour (Chicken); Dried Beet Pulp; Sunflower Oil; Vitamins and Minerals; Turkey Meal; Amino Acids (incl. Arginine, Methionine and Taurine); Salt; Inulin; Green Lipped Mussel Powder; Antioxidants.

TO

Adult Dog Oodles Large Turkey with Rice 13kg

467632
9334214064505

TO

Turkey Meal; Rice; Sorghum; Rice Flour; Chicken Meal; Chicken Fat; Natural Flavour (Chicken); Dried Beet Pulp; Sunflower Oil; Vitamins and Minerals; Fish Oil; Amino Acids (incl. Arginine, Methionine and Taurine); Salt; Inulin; Green Lipped Mussel Powder; Antioxidants.



FROM

Adult Dog Oodles Large Salmon with Rice 2.5kg

414063
9334214054605

FROM

Salmon Meal; Rice; Sorghum; Rice Flour; Chicken Meal; Chicken Fat; Natural Flavour (Chicken); Dried Beet Pulp; Sunflower Oil; Vitamins and Minerals; Turkey Meal; Amino Acids (incl. Arginine, Methionine and Taurine); Salt; Inulin; Green Lipped Mussel Powder; Antioxidants.

TO

Adult Dog Oodles Large Turkey with Rice 2.5kg

468645
19334214064557

TO

Turkey Meal; Rice; Sorghum; Rice Flour; Chicken Meal; Chicken Fat; Natural Flavour (Chicken); Dried Beet Pulp; Sunflower Oil; Vitamins and Minerals; Fish Oil; Amino Acids (incl. Arginine, Methionine and Taurine); Salt; Inulin; Green Lipped Mussel Powder; Antioxidants.



FROM

Adult Dog Retriever Chicken & Salmon with Rice 13kg

383699
9334214047744

FROM

Chicken Meal; Rice; Sorghum; Rice Flour; Chicken Fat; Natural Flavour (Chicken); Turkey Meal; Dried Beet Pulp; Vitamins and Minerals; Sunflower Oil; **Salmon Meal**; Salt; Inulin; Amino Acids (incl. Arginine, Taurine and Methionine); Green Lipped Mussel Powder; Antioxidants; L-Carnitine.

TO

Adult Dog Retriever Chicken with Rice 13kg

469147
9334214064659

TO

Chicken Meal; Rice; Sorghum; Rice Flour; Natural Flavour (Chicken); Chicken Fat; **Turkey Meal**; Dried Beet Pulp; Vitamins and Minerals; Sunflower Oil; Salt; Fish Oil; Amino Acids (incl. Methionine, Arginine and Taurine); Inulin; Green Lipped Mussel Powder; Antioxidants; L-Carnitine.

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