Distributor of a wide range of products to pet retail outlets



RUCENTA Veterinary Supplies 2025 RETAIL CATALOGUE





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CONTENTS

Vets Own Show Shampoo & Conditioner Vets Own Tick & Flea Range • Tick & Flea Shampoo 250ml • Tick & Flea Powder 100g • Tick & Flea Dip 250ml Nutraceuticals • Vets Own Cartlicare Advanced 250g • Vets Own Stress-Eeze 30's • Vets Own Pain-Away 30's Vets Own Pain-Away 30's Vets Own Pet Sun Guard Vets Own Probi Range • Probi-Cream 100ml • Probi-Spray 100ml Vetlomar Allergy Relief Range • Allergy Itch Relief Cream 75g • Allergy Itch Relief Shampoo 250ml • Allergy Itch Relief Hot Spot Spray 150ml Tabard Equine Fly Lotion and Spray Buzz Off Fly Repellent Dog Rocks Best Pet Balls 12 Juicy Bites • Fish & Clam Flavour • Scallop & Crab Flavour • Scallop & Crab Flavour • Shrimp & Seafood Mix Flavour • Home Style Broth & Calamari Flavour • Tuna & Chicken Flavour • Churu Fur Gats Tuna with Salmon Recipe • Mega Churu for Dogs Chicken with Cheese Recipe • Mega Churu for Dogs Tuna with Salmon Recipe • Mega Churu for Dogs Tuna with Salmon Recipe • Mega Churu for Dogs Tuna with Salmon Recipe • Mega Churu for Dogs Tuna with Salmon Recipe • Mega Churu for Dogs Tuna with Salmon Recipe • Mega Churu for Dogs Chicken wraps Chicken • Churu Fun Bites for Cats & Dogs • Churu Fun Bites for Cats Chicken wraps Chicken • Churu Fun Bites for Cats Chicken wraps Chicken • Churu Fun Bites for Cats Chicken wraps Chicken • Churu Fun Bites for Dogs Chicken wraps Tuna • Churu Fun Bites for Dogs Chicken wraps Tuna • Churu Fun Bites for Dogs Chicken wraps Tuna • Churu Fun Bites for Dogs Chicken wraps Tuna • Churu Fun Bites for Dogs Chicken wraps Tuna • Churu Fun Bites for Dogs Chicken wraps Tuna • Churu Fun Bites for Dogs Chicken wraps Tuna • Churu Fun Bites for Dogs Chicken wraps Tuna • Churu Fun Bites for Dogs Chicken wraps Tuna	 Vets Own Luxury Shampoo Range Rich Conditioning Shampoo 500ml Detangling Shampoo 250ml Tearless Puppy & Kitten Shampoo 250ml Repellent Shampoo 250ml Hair Relaxant Shampoo 250ml Zen Calming Shampoo 250ml Skin Soothing Shampoo 250ml Super Sensitive Shampoo 250ml 	1-3
 Tick & Flea Shampoo 250ml Tick & Flea Powder 100g Tick & Flea Dip 250ml Nutraceuticals Vets Own Cartlicare Advanced 250g Vets Own Stress-Eeze 30's Vets Own Pain-Away 30's Vets Own Pain-Away 30's Vets Own Pet Sun Guard Vets Own Probi Range Probi-Cream 100ml Probi-Spray 100ml Vetlomar Allergy Relief Range Allergy Itch Relief Cream 75g Allergy Itch Relief Shampoo 250ml Allergy Itch Relief Hot Spot Spray 150ml Tabard Equine Fly Lotion and Spray Buzz Off Fly Repellent Dog Rocks Best Pet Balls Fish & Clam Flavour Scallop & Crab Flavour Scallop & Crab Flavour Tuna & Chicken Flavour Tuna & Chicken Flavour Churu For Cats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Mega Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Dogs Chicken wraps Tuna 	Vets Own Show Shampoo & Conditioner	4
 Vets Own Cartlicare Advanced 250g Vets Own Stress-Eeze 30's Vets Own Haematon PBT Advanced 200ml Vets Own Pain-Away 30's Vets Own Worm-Away 8 Vets Own Pet Sun Guard Probi-Cream 100ml Probi-Spray 100ml Vetlomar Allergy Relief Range Allergy Itch Relief Cream 75g Allergy Itch Relief Shampoo 250ml Allergy Itch Relief Hot Spot Spray 150ml Tabard Equine Fly Lotion and Spray Buzz Off Fly Repellent Dog Rocks Best Pet Balls Fish & Clam Flavour Scallop & Crab Flavour Scallop & Crab Flavour Scallop & Crab Flavour Tuna & Chicken Flavour Tuna & Chicken Flavour Churu For Cats Tuna with Salmon Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Chicken with Cheese Churu Fun Bites for Dogs Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews 16 Simple Solution 17-22 	Tick & Flea Shampoo 250mlTick & Flea Powder 100g	4
Vets Own Pet Sun Guard Vets Own Probi Range Probi-Cream 100ml Probi-Spray 100ml Vetlomar Allergy Relief Range Allergy Itch Relief Cream 75g Allergy Itch Relief Shampoo 250ml Allergy Itch Relief Hot Spot Spray 150ml Tabard Equine Fly Lotion and Spray Buzz Off Fly Repellent Dog Rocks 12 Best Pet Balls 12 Juicy Bites Scallop & Crab Flavour Scallop & Crab Flavour Shrimp & Seafood Mix Flavour Home Style Broth & Calamari Flavour Home Style Broth & Calamari Flavour Churu Purée for Cats & Dogs Churu for Cats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Chicken with Cheese Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews 16	 Vets Own Cartlicare Advanced 250g Vets Own Stress-Eeze 30's Vets Own Haematon PBT Advanced 200ml 	5-7
Vets Own Probi Range Probi-Cream 100ml Probi-Spray 100ml Vetlomar Allergy Relief Range Allergy Itch Relief Cream 75g Allergy Itch Relief Shampoo 250ml Allergy Itch Relief Hot Spot Spray 150ml Tabard Equine Fly Lotion and Spray Buzz Off Fly Repellent Dog Rocks Best Pet Balls Juicy Bites Fish & Clam Flavour Scallop & Crab Flavour Shrimp & Seafood Mix Flavour Home Style Broth & Calamari Flavour Tuna & Chicken Flavour Churu Purée for Cats & Dogs Churu for Cats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews 16	Vets Own Worm-Away	8
 Probi-Cream 100ml Probi-Spray 100ml Vetlomar Allergy Relief Range Allergy Itch Relief Cream 75g Allergy Itch Relief Shampoo 250ml Allergy Itch Relief Hot Spot Spray 150ml Tabard Equine Fly Lotion and Spray Buzz Off Fly Repellent Dog Rocks Best Pet Balls Fish & Clam Flavour Scallop & Crab Flavour Shrimp & Seafood Mix Flavour Home Style Broth & Calamari Flavour Tuna & Chicken Flavour Churu Purée for Cats & Dogs Churu for Cats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Mega Churu for Dogs Tuna with Salmon Recipe Mega Churu for Dogs Tuna with Salmon Recipe Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Chicken with Cheese Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews Simple Solution 17-22 	Vets Own Pet Sun Guard	8
 Probi-Spray 100ml Vetlomar Allergy Relief Range Allergy Itch Relief Cream 75g Allergy Itch Relief Shampoo 250ml Allergy Itch Relief Hot Spot Spray 150ml Tabard Equine Fly Lotion and Spray Buzz Off Fly Repellent Dog Rocks Best Pet Balls Fish & Clam Flavour Scallop & Crab Flavour Shrimp & Seafood Mix Flavour Shrimp & Seafood Mix Flavour Tuna & Chicken Flavour Churu Purée for Cats & Dogs Churu Fur Gats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Mega Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews Simple Solution 17-22 	_	9
 Allergy Itch Relief Cream 75g Allergy Itch Relief Shampoo 250ml Allergy Itch Relief Hot Spot Spray 150ml Tabard Equine Fly Lotion and Spray Buzz Off Fly Repellent Dog Rocks Best Pet Balls Fish & Clam Flavour Scallop & Crab Flavour Shrimp & Seafood Mix Flavour Home Style Broth & Calamari Flavour Tuna & Chicken Flavour Churu Purée for Cats & Dogs Churu for Cats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Mega Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews Simple Solution 17-22 		
Buzz Off Fly Repellent Dog Rocks 12 Best Pet Balls Fish & Clam Flavour Scallop & Crab Flavour Scallop & Crab Flavour Shrimp & Seafood Mix Flavour Home Style Broth & Calamari Flavour Tuna & Chicken Flavour Churu Purée for Cats & Dogs Churu for Cats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Mega Churu for Dogs Tuna with Salmon Recipe Mega Churu for Dogs Chicken wraps Chicken Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Tuna Thurate Pet Dental Chews 16 Simple Solution	Allergy Itch Relief Cream 75gAllergy Itch Relief Shampoo 250ml	10
Dog Rocks Best Pet Balls Juicy Bites Fish & Clam Flavour Scallop & Crab Flavour Shrimp & Seafood Mix Flavour Home Style Broth & Calamari Flavour Tuna & Chicken Flavour Churu Purée for Cats & Dogs Churu for Cats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Mega Churu for Dogs Chicken wraps Chicken Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews 16	Tabard Equine Fly Lotion and Spray	11
Best Pet Balls Juicy Bites Fish & Clam Flavour Scallop & Crab Flavour Shrimp & Seafood Mix Flavour Home Style Broth & Calamari Flavour Tuna & Chicken Flavour Churu Purée for Cats & Dogs Churu for Cats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Dogs Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Tuna Thura Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews 16 Simple Solution	Buzz Off Fly Repellent	11
Juicy Bites Fish & Clam Flavour Scallop & Crab Flavour Shrimp & Seafood Mix Flavour Home Style Broth & Calamari Flavour Tuna & Chicken Flavour Churu Purée for Cats & Dogs Churu for Cats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Mega Churu for Dogs Tuna with Salmon Recipe Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Chicken with Cheese Churu Fun Bites for Dogs Chicken wraps Tuna Thuru Fun Bites for Dogs Chicken wraps Tuna Simple Solution 17-22	Dog Rocks	12
 Fish & Clam Flavour Scallop & Crab Flavour Shrimp & Seafood Mix Flavour Home Style Broth & Calamari Flavour Tuna & Chicken Flavour Churu Purée for Cats & Dogs Churu for Cats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Chicken with Cheese Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews 16 Simple Solution 	Best Pet Balls	12
 Churu for Cats Tuna with Chicken Recipe Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Chicken with Cheese Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews Simple Solution 17-22 	 Fish & Clam Flavour Scallop & Crab Flavour Shrimp & Seafood Mix Flavour Home Style Broth & Calamari Flavour 	13
 Churu for Cats Tuna with Salmon Recipe Mega Churu for Dogs Chicken with Cheese Recipe Mega Churu for Dogs Tuna with Salmon Recipe Churu Fun Bites for Cats & Dogs Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Chicken with Cheese Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews Simple Solution 17-22 	•	14
 Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Chicken with Cheese Churu Fun Bites for Dogs Chicken wraps Tuna Altimate Pet Dental Chews Simple Solution 17-22 	Churu for Cats Tuna with Salmon RecipeMega Churu for Dogs Chicken with Cheese Recip	е
Altimate Pet Dental Chews 16 Simple Solution 17-22	 Churu Fun Bites for Cats Chicken wraps Chicken Churu Fun Bites for Cats Chicken wraps Tuna Churu Fun Bites for Dogs Chicken wraps Chicken with Cheese 	
Simple Solution 17-22		16
Bags On Board 24		_



- RICH, CONDITIONING, BEAUTIFULLY SCENTED SHAMPOO RANGE.
- SPECIFICALLY FORMULATED AT THE APPROPRIATE PH FOR PETS.
- NATURAL, UNIQUE INGREDIENTS.
- GENTLE CARE FOR THE NEEDS OF DIFFERENT COATS, BREEDS AND CONDITIONS.





Rich Conditioning Shampoo

with Wheatgerm & Avocado oil

A **rich conditioning** shampoo which will leave the coat **soft and shiny** with a **beautiful scent**.

AVOCADO OIL:

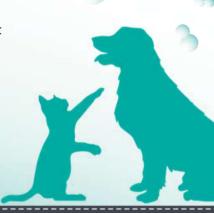
- Optimises skin health & adds shine to coats.
- Contains antioxidants & minerals to promote coat health.

WHEATGERM OIL:

· Promotes lustrous and healthy coats.

For regular use and recommended for all breeds.

500ml







Detangling Shampoo

with Shea Butter & Argan Oil

A rich, **conditioning, detangling** shampoo to manage and maintain beautiful **long haired** coats.

SHEA BUTTER:

- Contains a **natural SPF** to assist in protecting against the sun's UV rays.
- Conditions existing knots, prevents knot formation when washing and facilitates combing post wash.

ARGAN OIL:

Promotes healthy hair growth.

For use in **long haired breeds** such as Yorkshire Terriers, Poodles, Schnauzers, St Bernard's, Main Coons, Persians, etc.

250ml



Tearless Puppy and Kitten Shampoo

with Shea Butter

A delicate shampoo for puppies and kittens.

Gentle, moisturising and **non-irritant** when it comes into contact with the eyes.

SHEA BUTTER:

- Moisturises, keeps the coat soft and knot free and will ease brushing after washing.
- Contains a natural SPF to assist in protecting against the sun's UV rays.
- Scented like baby powder.

Formulated at the appropriate pH for the delicate skins of puppies and kittens.

250ml





Tearless Puppy

and Kitten Shampoo



Repellent Shampoo

with Citronella & Eucalyptus Tree Oils

A **conditioning**, strongly **fragrant** shampoo to repel flies, fleas, ticks and other biting insects.

CITRONELLA & EUCALYPTUS OILS:

- Repel flies, fleas, ticks and parasites.
- Have soothing and antiseptic properties.
- · Leaves your dog's skin feeling cool and energized.

The sharp, fresh and distinctive fragrance controls pet odour.

250ml



Hair Relaxant Shampoo

with Jasmine Oil and Oatmeal

A coat softening and moisurising shampoo which has a relaxant effect on wiry and bristly hair of certain breeds.

OATMEAL:

- Protects and enhances skin cells.
- Natural exfoliator.
- Softens bristly hair and conditions fur coat. OATMEAL AND JASMINE:

Removes strong odours from fur and leaves a beautiful scent.

Specifically for wire haired breeds such as, Airedales, Fox Terries, Jack Russels.

250ml









Zen Calming Shampoo

with Chamomile Extract & Lavender Oil

A rich, calming and moisturising shampoo for cats and dogs who are "highly strung," scared of water and find the bathing experience stressful.

CHAMOMILE AND LAVENDER:

Has soothing, relaxing and calming properties.

LAVENDER OIL:

Has antimicrobial properties.

Specially for pets who are aquaphobic or stressed

250ml







Skin Soothing Shampoo with Aloe Vera, Chamomile & Lavender

A natural shampoo to soothe irritated skin, prevent itching, decrease redness and rehydrate the skin.

ALOE VERA:

• Has soothing properties and is a natural anti-inflammatory.

CHAMOMILE:

• Useful in irritated skin conditions and is known as a soothing herb.

LAVENDER OIL:

• Has natural antimicrobial properties

For all pets with skin allergies, skin irritation or skin conditions such as mange, eczema etc.

250ml





Super Sensitive Shampoo

Fragrance and Colour Free

A fragrance and colourant free, scientifically formulated shampoo to be used as a maintenance shampoo for pets prone to skin allergies.

- Fragrance and colourant free won't cause skin irritation or contribute to skin allergies.
- Gently cleans without stripping natural oils.

Shampoo of choice for all breeds, if pet is known to have skin reactions and allergies.

250ml







Show Shampoo & Conditioner

oo & Conditioner

With 2% Lanolin

A **conditioning shampoo** for the regular maintenance of a healthy and shiny coat.

- Cleanses and conditions.
- Adds lustre to coat.
- Maintains good fur condition.

Concentrated for economical use in large animals such as cattle & horses.



1 Tablespoon (15ml)
VETS OWN SHOW SHAMPOO & CONDITIONER

with 1 cup (250ml) warm water.

500ml & 1L









For dogs, cats, hoises !:

Show

Shampoo & Conditioner

With 2% Lanolin

A conditioning shampoo, for the regular maintenance of a healthy and

VETS OWN TICK & FLEA SHAMPOO



Shampoo for the control of tick & fleas on dogs and cats.

Reg No G2140 Act 36 of 1947

Contains:

Cypermethrin 720 mg/l Piperonyl Butoxide 3280 ml/l Lanolin, Various oils and conditioners



VETS OWN TICK & FLEA POWDER



Powder for the control of tick & fleas on dogs and cats.

100g

Reg No G2140 Act 36 of 1947

Contains:

Cypermethrin 0,2%m/v Piperonyl Butoxide 1,0%m/v



VETS OWN TICK & FLEA DIP





Dip for the control of tick and fleas on dogs.

250ml

Reg No G2140 Act 36 of 1947

Contains:

Cypermethrin 0,25%m/v Piperonyl Butoxide 1,25%m/v

SCIENTIFICALLY ADVANCED JOINT SUPPORT FOR SMALL, MEDIUM AND LARGE BREED DOGS

CARTLICARE TM ADVANCED



INDICATIONS:

- A nutritional aid in the protection of joint integrity in active and working dogs, as well as rapidly growing large breed dogs.
- Aids in the prevention of degenerative joint disease and post joint surgery.
- The management of age related joint disease, **pain and inflammation** in older dogs.

CAN HELP REDUCE PAIN



REDUCES INFLAMMATION



INCREASES OVERALL ACTIVITY & MOBILITY IN DOGS



RELIEVES STIFF JOINTS



ENHANCES FLEXIBITY BY COATING JOINTS WITH COLLAGEN



BUILDS STRONG BONES AND NEW CARTILAGE



CHICKEN PROFESS ADVANCED Right VSSSO And Society Committed augstanced for single SCENTERCALLY ADVANCED JOINT SUPPORT FOR SMALL MEDIUM AND LARGE BREED DOGS. CHICKEN PROFESS PALATABILITY ENHANCED

COMPOSITION - Each 5g contains

Undenatured Collagen Type II (COLLAGEN)	50mg
Avocado Soybean Unsaponifiables (ASU)	100mg
Omega 3 (Salmon and Cold-Water Fish Oil)	250mg
Glucosamine HCI	600mg
Chondroitin Sulphate (Bovine <8 Dalton)	250mg
Green Lipped Mussel Extract (GLME)	200mg
MSM	500mg
Vitamin C	50mg
Manganese Sulphate	5mg

Dogs Weight	First 14 Days	Long Term Use
Up to 10kg	½ Scoop twice daily	½ Scoop daily
11 - 20kg	1 Scoop twice daily	1 Scoop daily
21 - 30kg	1 ½ Scoop twice daily	1 ½ Scoop daily
31 - 45kg	2 Scoops twice daily	2 Scoops daily



STRESS-EEZE

VETS OWN

A NUTRITIONAL AID FOR THE MANAGEMENT OF ANXIETY, HYPER-EXCITABILITY AND COMPULSIVE BEHAVIOUR IN DOGS

STRESS-EEZE AMITRITIONAL AD IN THE MANAGEMENT OF ACKETY HYPER-EXCITABLITY, RESTLESSNESS, AGGRESSON AND COMPULSIVE BEHAVIOUR IN DOCS CHOSTONIA CHOSTONIA

INDICATIONS:

- May be used as an aid in highly strung or anxious dogs to reduce the effects of stressful situations, such as:
 - Separation anxiety
 - Travelling
 - Kenneling
 - Loud noises caused by fireworks, lightning and thunder.
- May be of benefit in the management of dogs prone to aggression, hyper-excitability and obsessive behaviour such as tail chasing or incessant licking.
- Administer 1 to 2 hours before anxiety causing event.

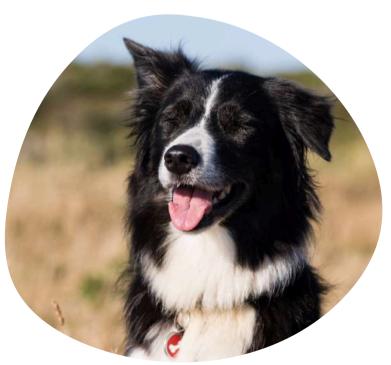
REDUCES AGGRESSION AND STRESS

PROMOTES CALM BEHAVIOUR

COMPOSITION - Each tablet contains:

L - Tryptophan	300mg	
Vit B6 (Pyridoxine HCI)	50mcg	
L - Theanine	150mcg	
Vit B1 (Thiamine)	1mg	
Vit B3 (Niacin)	3mg	
Magnesium Citrate	10mg	

Dogs less than 5kg	½ Tablet
Dogs 6 - 10kg	1 Tablet
Dogs 11 - 20kg	1 ½ Tablet
Dogs 21 - 30kg	2 Tablets
Dogs more than 30kg	2 ½ Tablets



Scheduling status: C29.1,3,7,11, 12, Act 101/1965

Veterinary complimentary medicines (Amino Acids, Animal Extracts, Minerals, Vitamins, Multiple substance formulation and other) This unregistered medicine has not been evaluated by SAHPRA for its quality, safety or intended use



A NUTRITIONAL AID THAT MAY ASSIST WITH RECOVERY FROM DEBILITATING DISEASES

HAEMATON PBT ™ ADVANCED

Reg:V33459 Act 36/1947

INDICATIONS:

- Excellent source of readily available energy during debilitating diseases such as:
 - Biliary
 - Chronic worm infestation
 - Surgery
 - o Combats anaemia
 - o Stimulate appetite
- Provides essential Vitamins & Minerals



COMPOSITION:

Ingredients	Guarenteed analysis (mg/litre)
Iron (Ferric Ammonium Citrate)	50 000
Choline Chloride	20 000
Sodium Clycerophosphate	10 000
Thiamine HCI	5000
Alpha Lipoic Acid	2500
Pyridoxine HCI	400
Glucose	400
Folic Acid	300
Riboflavin	200
Cyanocobalamin	100
Moisture	995 000

Dogs	1ml per 2kg Bodyweight
Horses	1ml per 20kg Bodyweight

INDICATIONS:

For management of Pain & Inflammation associated with:

- Arthritis
- Soft Tissue injuries
- Bruising
- Muscle Strains
- · Post-operative pain.



A NUTRITIONAL AID FOR THE MANAGEMENT OF PAIN AND INFLAMMATION IN CATS & DOGS

PAIN-AWAY

COMPOSITION:

Green Lipped Mussel Extract	300mg
Devils Claw	10mg
MSM (Methylsulfonylmethane)	50mg
Curcumin (Tumeric)	50mg

Cats and Dogs less 5kg	½ Tablet
Dogs 6 - 10kg	1 Tablet
Dogs 11 - 20kg	1 ½ Tablet
Dogs 21 - 30kg	2 Tablets
Dogs more than 30kg	2 ½ Tablets



SALMON FLAVOUR SAFE FOR LONG TERM USE



Scheduling status: C29.1,3,7,11, 12, Act 101/1965

Veterinary complimentary medicines (Amino Acids, Animal Extracts, Minerals, Vitamins, Multiple substance formulation and other) This unregistered medicine has not been evaluated by SAHPRA for its quality, safety or intended use

ORAL BROAD SPECTRUM ANTIHELMINTIC FOR DOGS

HIGHLY EFFECTIVE AGAINST:

ASCARIDS: HOOKWORM: TAPEWORMS:

- Toxocara canis
- Ancylostoma caninum
- Dipilydium caninum
 - Taenia hydatigena
 - Echinococcus granulosus
 - Echinococcus multilocularis









Reg:G4501 Act 36/1947











- Worm-Away can be administered directly, or mixed with meat, or crushed and mixed with feed.
- Feeding or fasting before treatment is not necessary.
- Puppies should be dewormed every 2 weeks from the age of 2 to 12 weeks and regularly every 3 months thereafter to control worm infestations.
- Adult dogs should be dewormed at least every 6 months.
- Worm-away may be given safely to dogs including pregnant bitches.
- Pregnant bitches should always be dewormed 10 days before whelping

COMPOSITION: Each tablet contains

Pyrantel Pamoate	300mg
Praziquantel	100mg
Febantel	300mg

0.5 - 5kg	⅓ Tablet
6 - 10kg	½ Tablet
10 - 15kg	¾ Tablet
16 - 20kg	1 Tablet
21 - 30kg	1 ½ Tablet
31 - 40kg	2 Tablets
41 - 50kg	2 ½ Tablets
51 - 60kg	3 Tablets
60 - 80kg	4 Tablets

Pet Sun Guard **SPF 30**





- **SPF 30** with UVA and UVB protection
- A sunscreen that is **pH balanced** specifically for pets
- A chemical-free barrier cream that stays on longer
- Ideal for cats, dogs and horses.
- Pets with white fur and sensitive pink skin, as well as animals with thin or no hair are at a greater risk of sunburn and skin cancer.

Probi-cream

Probi-spray



THE FUTURE OF
HYGIENE WITH THE
POWER OF
PROBIOTICS
100ml



- The use of topical, probiotic, preparations is a rapidly growing trend in human and veterinary healthcare.
- Coat and wound treatment challenges such as odours, topical infections and skin allergies are caused by pathogens.

 Traditional antibiotics and antiseptics increases drug resistance.
- Probiotics developed in Belgium using Bacillus bacteria (*natural* and *sustainable*), have shown *incredible results*.

VETS OWN PROBI-CREAM

- Carries an international patent containing Prebiotics and Probiotics.
- Prebiotics accelerates growth of the skin's natural bacteria, thereby rejuvenating the skin.
- Probiotics "outcompetes" any pathogen contamination, and accelerates healing, improves scarring and maintains a layer of healthy microflora around the problem area.

VETS OWN PROBI-SPRAY

- Ideal way to improve hygiene and treat wounds or lacerations to the skin.
- Contains purest form of Probiotics and is completely harmless to the animal.
- Can be gently misted onto the animal from a distance.
- It is important to *mist* without creating too much moisture. Most effective when misted finely.

INDICATIONS:

- Wounds & lacerations apply to cuts.
- Any skin infection or irritation of the skin or ears.
- Odor control.
- · Skin allergens.
- · Chronic skin conditions.
- Apply / Mist twice daily

By using antibiotics, antiseptics, antimicrobials and disinfectants you kill off both the good and the bad bacteria leaving behind the resistant bacteria (superbugs) to flourish.

The use of topical probiotics drastically lowers the pathogen count.





VETLOMAR™ ALLERGY ITCH RELIEF PRODUCTS ARE TOPICAL APPLICATIONS FOR THE SYMPTOMS ASSOCIATED WITH ALLERGIC SKIN REACTIONS

ITCHY SKIN? DERMATITIS? HOT SPOTS?

- Vetlomar™ Allergy Itch Relief range is an **irritant-free** formulation for companion animals.
- It contains the patented CEM-K, a 100% natural active ingredient, sustainably sourced from the **giant sea kelp** species, *Ecklonia maxima*, found only off the nutrient rich waters of the southern tip of Africa.
- CEM-K is rich in fucoidans and phlorotannins which have proven **anti-inflammatory** properties.
- Clinical evidence proves that this ingredient will soothe itchy and red skin.
- It reduces continuous itching and scratching due to flea bites and other irritants.







Fucoidans are long chain polysaccharides characterised by a complex molecular structure and varying degrees of sulfation and acetylation. In topical formulations fucoidan has been shown to impart a range of anti-inflammatory properties. In a clinical setting, it has been shown to significantly inhibit erythema and water loss from skin. It has also been demonstrated that fucoidan limits the inflammation caused by allergy and topically applied fucoidan has been shown to be as effective as cortisone in combatting allergic dermatitis.²



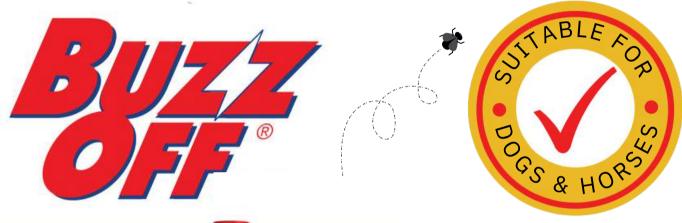


- The top selling insect repellent for the past 50 years in South Africa.
- 24 hour insect repellant efficacy in case studies.
- It is effective against house flies, stable flies and mosquitoes.
- Clinically proven efficiency. See website disclaimer.
- Active ingredient in LOTION (DEET), is the gold standard insect repellant.

Available in:

- LOTION 5L bucket
- SPRAY 750ml & 5L bottle







Buzz Off Gel and Spray is an effective fly repellent for horses an dogs for the protection against house flies.



Available in 400g

Reg no: G2951 Act no. 36 of 1947

Contains: Cypermethrin 0.3% m/v Citronella oil 0.6% m/v Available in 250ml, 750ml and 5L

Reg no: G2953 Act no. 36 of 1947

Contains: Cypermethrin 0.3% m/v Citronella oil 0.6% m/v





- When immersed in water, the paramagnetism creates a magnetic field with in the water causing a change in the ion exchange.
- This diminishes the nitrates that are found in the water. Less nitrates are being absorbed in to the system and coming out of urine. Nitrates are the chemicals that burn grass.
- Only affects the water not the grass.





BEST PET BALLS

FUN RANGE OF SPIKE CHEW TOYS FOR DOGS

A **flexible, durable long-lasting** toy to chew, chase and play:

- Non-Toxic & BPA-Free
- Made with thermoplastic rubber
- Healthy for teeth and gums





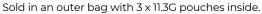
















Make your Cat's day with Churu® Purées: Creamy, Lickable, Low Calorie Treat













Churu for Cats:

Tuna with Chicken Recipe Reg. no: V34443 Tuna with Salmon Recipe Reg. no: V34444





91% MOISTURE &





MEGA Churu

is a





1:

Mega Churu for Dogs:

Chicken with Cheese Recipe Reg. no: V34447 Tuna with Salmon Recipe Reg. no: V34448





Churu **Fun Bites**

Natural Grain Free & Utterly Irresistible Bite Size Treats for Cats & Dogs



Manufactured in CMP/HACCP certified hygiene





No grains, preservatives or artificial colors



facilities





Churu Fun Bites for Dogs: Chicken wraps Chicken with Cheese

Reg. no: V34449

Chicken wraps Tuna







Soft center, perfect for hiding medication or supplements



Contains Gelatin to maintain Joint support







Churu Fun Bites for Cats:

Chicken wraps Chicken Reg. no: V34445 Chicken wraps Tuna Reg. no: V34446





JUST TEAR, OPEN AND SERVE

Easy-to-feed pouch that you can easily pour and serve into a bowl or hand-feed





NO HARMFUL INGREDIENTS







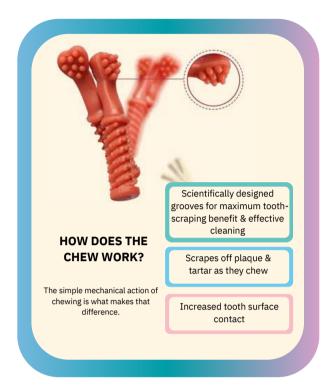




Registration Number: V33095-V33103 (Act 36 of 1947)

Registered with Act 36 of 1947.

A Chew A Day, Helps Reduce Plaque By Nearly 70%

















COMING SOON!!!

- Large Mint Toothbrush
- Peanut Butter Collagen Chews
- Salmon Collagen Chews

TOOTHBRUSH (mini)



Altimate Pet Dental Chew - Mini Toothbrush Mint	V33098	26pcs (150g)
Altimate Pet Dental Chew - Mini Toothbrush Cranberry	V33099	26pcs (150g)
Altimate Pet Dental Chew - Mini Toothbrush Milk	V33100	26pcs (150g)

TOOTHBRUSH (medium)



Altimate Pet Dental Chew - Med Toothbrush Mint	V33101	26pcs (150g)
Altimate Pet Dental Chew - Med Toothbrush Cranberry	V33102	26pcs (150g)
Altimate Pet Dental Chew - Med Toothbrush Milk	V33103	26pcs (150g)









PET PARENTING MADE EASIER.

We're here to help you solve pet messes. Simply.







REMOVER DOG 750ML

SS90422

- · Cleans tough urine, faeces and vomit stains
- Professional-strength Pro-Bacteria and enzyme formula breaks down, neutralizes and permanently removes stains and odours - discouraging repeat marking.
- Safe for use around pets and children, on carpets, upholstery, bedding, clothing and any other water-safe surfaces.

STAIN & ODOUR STAIN & ODOUR STAIN & ODOUR

REMOVER DOG 4L SS90424





Stronger TREME EXTREME STAIN & ODOUR **EXTREME STAIN & ODOUR** REMOVER DOG 500ML **REMOVER 945ML** SS90137 SS10137

Refreshing

REMOVER DOG 1L

5590423





Solve Pet Messes. Simply.



Solve Pet Messes. Simply.

DOG & PUPPY TRAINING







Reduces house training time when used as directed

INDOOR & OUTOOR USE

SS93000

Removes pet hair from fabrics, rugs, curtains & bedding.

Machine - Washable





PUPPY TRAINING AID SPRAY 500ML SS92027

Encourages urination in a specific area of the garden

PHEROMONE -INFUSED



Solve Pet Messes. Simply.



DOG & PUPPY TRAINING

Patented design - anchor keeps pad in place

Prevents pad **tearing** & **shredding**







PUPPY TRAINING PADS 14'S SS90628 PUPPY TRAINING PADS 30'S SS90629



PUPPY TRAINING PADS 56'S SS90630 PUPPY TRAINING PADS 100'S SS90631 Holds **6 cups** of liquid, neutralises unpleasant odours

3 in 1 Attractant to Entice, Engage & Encourage













3 in 1 Attractant to Entice, Engage & Encourage

Moisture Lock
Technology with
5 layers of protection



PUPPY TRAINING P PADS 7'S 6/PK OUT72498 6/PK (DISPLAY BOX)

PUPPY TRAINING PADS 7'S OUT72498 PUPPY TRAINING PADS 30'S OUT72500





- Cleans tough urine, faeces and vomit stains
- Professional-strength Pro-Bacteria and enzyme formula breaks down, neutralizes and permanently removes stains and odours - discouraging repeat marking.
- Safe for use around pets and children, on carpets, upholstery, bedding, clothing and any other water-safe surfaces.

STAIN & ODOUR REMOVAL FOR CATS











Solve Pet Messes. Simply.



CARE & SPECIALIST STAIN ODOUR SOLUTIONS

Dual action formula eliminates stains & odours on sealed hardwood & stone floors, vinyl, brick, concrete, marble and ceramic tiles

HARD FLOOR STAIN & ODOUR REMOVER 750ML SS90638

HARD FLOOR



Perfect for use on **patios**, **decking, patio furniture, concrete, rock**, and other back yard features.





CARPET SHAMPOO, FRESHENER & ACCESSORIES



Using 21 power full ultraviolet LED's, the Spot Spotter makes urine stains glow in the dark, revealing hidden urine stains.

Spot and eliminate dog and cat urine stains at their source even when they are undetectable to the human eye.

Powerful low foaming carpet cleaning shampoo.

Professional strength, super concentrated



QUICK & EASY

P



EXTREME CARPET SHAMPOO 1L SS94159

CAGE AND HUTCH CLEANER & FRESHENER





Cleans and freshens cages and hutches easily and effectively.



DIAPERS



DISPOSABLE DIAPER XS 12PC SS10582



DISPOSABLE DIAPER SML 12PC SS10583



DISPOSABLE DIAPER MED 12PC SS10584



DISPOSABLE DIAPER L - XL 12PC SS10585



DISPOSABLE DIAPER XXL 12PC SS10586



WASHABLE DIAPER XS SS10591



WASHABLE DIAPER SML SS10592



WASHABLE DIAPER MED SS10593



WASHABLE DIAPER LRG SS10594



WASHABLE DIAPER XL SS10595

ABSORBS WETNESS AND ELIMINATES MESSES IDEAL FOR
FEMALES IN HEAT,
URINARY
INCONTINENCE &
EXCITABLE
URINATION

FEATURES TAIL
HOLE WITH
REPOSITIONAL
CLOSURE AND
COMFORT LEG FIT













Leave in Formula with Aloe Vera,
Neem Oil, Vit E and Oatmeal
that gently cleans, conditions and
moisturises skin and coat.



VETS BEST WATERLESS
CAT BATH

VETS BEST WATERLESS
CAT BATH 150ML
VB80111



Gently **removes** dirt, eye discharge and tear stains

Natural Ingredients: Vitamin E & Aloe Vera Cleans teeth for good oral hygiene

Natural Ingredients: Thyme oil & Green Tea Extract

REDUCES PLAQUE & TARTAR



VETS BEST DENTAL FINGER PADS 50'S 6/PK VB80360



Removes dirt, wax build-up & discharge

Natural Ingredients: Aloe Vera & Witch Hazel

VETS BEST EAR FINGER PADS 50'S 6/PK VB80361



We go where they go







Large 9" x 14"

bags



Triple Berry Scented SCENTED Leak-proof TRIPLE BERRY SCENTED REFILL BAGS (10 X 14) BOB40063

Includes Dookie Dock hands free bag holder

> **Easily attaches to** leashes



Easily refilled by **Bags on Board** refill rolls

Turq + 30 bags **BOB90001**

Bone Dispenser Marble Bone Dispenser Marble Pink + 30 bags BOB90005

Bone Dispenser Blue 30 bags BOB90003

Bone Dispenser Black 30 bags BOB90002



2025 CATALOGUE



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