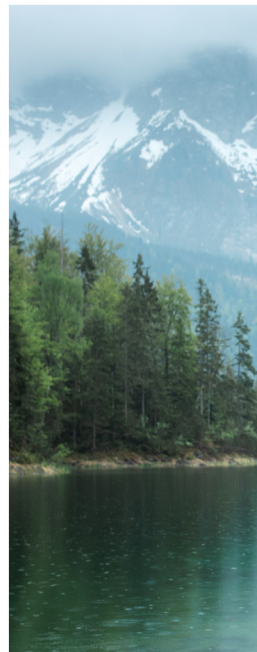




**VIGOR
& SAGE**

**HEALTHY
LIFESTYLE**

for dogs & cats



**Inspired by
Norwegian Lifestyle:**
Clean & Healthy



**VIGOR
& SAGE**

**HEALTHY
LIFESTYLE
FOR DOGS**

**VIGOR
& SAGE**

**HEALTHY
LIFESTYLE
FOR CATS**

At Vigor & Sage, we believe that a healthy life begins with what we eat—and the same is true for our pets. **Inspired by the clean, balanced lifestyle of Norway,** we've developed a unique approach to pet nutrition that brings together **the purity of nature and the precision of science.**

Each recipe is carefully crafted in the Netherlands, following the strictest European production standards. We source our raw ingredients exclusively from trusted European suppliers, chosen for their commitment to quality, traceability, and animal wellbeing.

With every formula, we go beyond basic nutrition. **Vigor & Sage represents a commitment to holistic wellness,** where each ingredient serves a functional purpose — and every bowl supports your pet's daily vitality and long-term wellbeing.



WHY CHOOSE

VIGOR & SAGE



Mono Animal Protein

Carefully selected to minimize allergens and support optimal digestion. A pure source of high-quality protein for sensitive pets



Grain-Free Formula

Designed for better tolerance. Eliminating grains helps reduce common food sensitivities and supports a healthier gut environment.



Boneless Fresh Meat

Rich in essential amino acids, vitamins, and minerals—our boneless cuts ensure maximum bioavailability and superior nutritional value.



Functional Herbs

Infused with premium, carefully chosen herbs known for their natural anti-inflammatory and antioxidant properties—to nourish, balance, and elevate your pet's well-being.



**VIGOR
& SAGE**

**HEALTHY
LIFESTYLE**
FOR CATS

WELL BEING RECIPE

A nutritionally balanced recipe infused with carefully selected herbs, providing essential energy while promoting your pet's overall well-being, vitality, and long-term health.





GOJI BERRY

COMPLETE CAT FOOD

Up to 12 Months

WELL BEING

A gentle formula with quality chicken and wolfberry to support immune function, digestion, and early development in young cats.



GINSENG

COMPLETE CAT FOOD

Over 12 Months

WELL BEING

A wholesome chicken recipe combined with ginseng, traditionally used to help maintain physical strength, resilience, and natural vitality.





**VIGOR
& SAGE**

**HEALTHY
LIFESTYLE**
FOR CATS

FUNCTIONAL RECIPE

Targeted nutrition designed to support specific health **needs** through natural ingredients and functional herbs, helping your pet thrive with every bowl.





LILY ROOT

COMPLETE CAT FOOD

Over 12 Months

BEAUTY HAIR & SKIN

A balanced recipe with lily root, designed to enhance skin and coat health. Packed with antioxidants, it promotes hydration, improves elasticity, and helps maintain a radiant, nourished appearance



YAM

COMPLETE CAT FOOD

Over 12 Months

LOW SENSITIVITY

Featuring the soothing benefits of yam, designed for cats with sensitive bodies. Known for its anti-inflammatory properties, yam helps reduce sensitivity and support digestive health.



PORIA

COMPLETE CAT FOOD

Over 12 Months

STERILIZED CARE

Boasting the gentle care of poria, crafted for sterilized adult cats. Poria, famed for aiding digestion and balancing bodily functions, helps ease post - sterilization discomforts and supports urinary & digestive health.





**VIGOR
& SAGE**

**HEALTHY
LIFESTYLE
FOR CATS**

FREEZE DRIED RECIPE

Specially crafted for picky eater cats! Featuring a higher meat formula and freeze-dried mix, this pack provides complete nutrition with high palatability, giving pet owners one less thing to worry about



SUPER PALATABILITY

"Simply irresistible"



FREEZE DRIED
COMPLETE CAT FOOD

All Life Stages

HIGH PALATABILITY

Packed with omega-rich salmon, lily root, and real freeze-dried bites, this formula promotes coat health and palatability—a gourmet delight in every bite.



ALL
BREED

90%

**Nutritious
Kibble**

Fresh
Salmon
Meat



Herbs

10%

**Freeze-
Dried
Salmon
Nuggets**

1 
Freeze-Dried
Nugget

≈

4 
Fresh Trout
Pieces



HEALTHY
LIFESTYLE
FOR CATS

● WELL-BEING



Ø | 7.4mm | t | 3.5mm

WOLFBERRY | KITTEN

Up to 12 Months

ALL BREED

COMPLETE CAT FOOD

0.4 kg, 2 kg, 10 kg

Herbal Highlight

Goji Berry (Wolfberry)

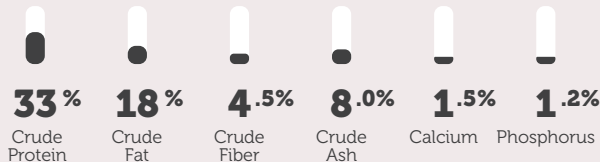
A superfruit for your kitten's vitality—rich in antioxidants to protect the nervous system, support immunity, and promote balanced energy from the very start.

Tangerine Peel

Gentle on tiny tummies, this fragrant peel aids digestion while nurturing delicate skin and respiratory health—perfect for growing kittens.

Yam

Naturally rich in vitamin C, yam soothes young digestive systems, encourages healthy bile flow, and helps reduce intestinal inflammation—nurturing comfort from within.



88% | **ANIMAL PROTEIN** | **26%** | **Fresh** Chicken Meat

FEEDING GUIDE

Age in months	 Low Activity (Grams / Day)	 Normal Activity (Grams / Day)
1-2	0.3-0.6	25-35
2-3	0.8-1.2	40-55
3-4	1.4-2.1	55-70
4-6	1.8-2.8	60-80
6-9	2.4-3.9	65-85
9-12	2.4-4.8	65-85
>12	Switch to adult cat food	
Gestating	80-120	
Lactating	Ad lib	

Recommended daily feeding amount is for reference only.
Please feed your pet according to its body condition and activity level.

Composition

Fresh boneless chicken meat (26.0%), dried chicken (25.0%), dried peas,dried potato, chicken fat,dried beet pulp, salmon oil, linseed, seaweed (0.4%), brewer's yeast,fructo-oligosaccharides (FOS), goji berry (0.14%), tangerine peel (0.14%), yam (0.14%), dried carrot, dried lemon, dried kiwi, dried banana, dried cranberry, yucca.

Analytical Constituents

Crude protein 33.0%, crude fat 18.0%, crude ash 8.0%, crude fibre 4.5%, moisture 8.0%, calcium1.5%, phosphorus 1.2%, taurine 0.12%.

Additives, Nutritional Additives (per kg)

Vitamin A: 18,000 IU, Vitamin Ds: 1,800 IU, Vitamin E: 300 IU (natural antioxidants), copper (cupric sulphate, pentahydrate) 5.0 mg, iron (ferrous sulphate, monohydrate) 80 mg, manganese (manganous oxide) 30 mg, zinc (zinc sulphate, monohydrate) 75 mg, iodine (calcium iodate anhydrous) 1.5 mg, selenium (sodium selenite) 0.1 mg, taurine 1,000 mg.

**VIGOR
& SAGE**

**HEALTHY
LIFESTYLE
FOR CATS**

● **WELL-BEING**



Ø | 11mm | t | 6.1mm

GINSENG | ADULT

Over 12 Months

ALL BREED

COMPLETE CAT FOOD

0.4 kg, 2 kg, 4 kg, 10 kg

Herbal Highlight

Ginseng

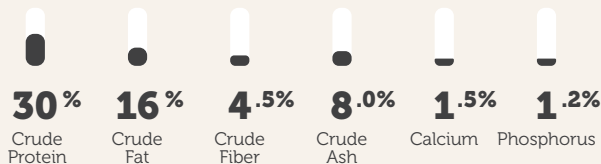
A powerful adaptogen known to reduce stress, combat inflammation, and enhance immune resilience—supporting overall vitality and graceful aging in adult cats.

Poria

A traditional botanical that aids digestion, supports immune health, enhances urinary balance, and nurtures the skin—contributing to overall feline wellness.

Wild Chrysanthemum

Rich in bioactive oils, vitamins, and trace minerals—this elegant flower supports skin health and provides natural micronutrient reinforcement.



88% | **ANIMAL PROTEIN** | **26%** | **Fresh Chicken Meat**

FEEDING GUIDE

 Adult Cat Weight(kg)	 Normal Activity (Grams / Day)	 High Activity (Grams / Day)
2-3	22-42	42-56
3-4	29-52	56-67
4-5	35-59	67-78
5-6	41-66	78-88
>6	46-80	88-107

Recommended daily feeding amount is for reference only.
Please feed your pet according to its body condition and activity level.

Composition

Fresh boneless chicken meat (26.0%), dried chicken (23.0%), dried peas, dried potato, dried beet pulp, chicken fat, salmon oil, linseed, dried carob pods, seaweed (0.4%), brewer's yeast, fructo-oligosaccharides (FOS), ginseng (0.14%), poria (0.14%), wild chrysanthemum (0.14%), dried tomato, dried carrot, dried lemon, dried apple, dried cranberry, yucca.

Analytical Constituents

Crude protein 30.0%, crude fat 16.0%, crude ash 8.0%, crude fibre 4.5%, moisture 8.0%, phosphorus 1.2%, calcium 1.5%, taurine 0.12%.

Additives, Nutritional Additives (per kg)

Vitamin A: 18,000 IU, Vitamin D3: 1,800 IU, Vitamin E: 300 IU (natural antioxidants), copper (cupric sulphate, pentahydrate) 5.0 mg, iron (ferrous sulphate, monohydrate) 80 mg, manganese (manganous oxide) 30 mg, zinc (zinc sulphate, monohydrate) 75 mg, iodine (calcium iodate anhydrous) 1.5 mg, selenium (sodium selenite) 0.1 mg, taurine 1.000 mg.

**VIGOR
& SAGE**

**HEALTHY
LIFESTYLE**
FOR CATS

● **FUNCTIONAL FOOD**

BEAUTY HAIR & SKIN



Ø | 11mm | t | 6.8mm

LILY ROOT | ADULT

Over 12 Months

ALL BREED

COMPLETE CAT FOOD

0.4 kg, 2 kg, 4 kg, 10 kg

Herbal Highlight

Lily Root

Naturally rich in fatty acids, Lily Root supports skin integrity, enhances coat luster, and offers antifungal and anti-inflammatory benefits—elevating both beauty and comfort.

Coix Seed

A premium botanical source of fatty acids, Coix Seed helps preserve skin elasticity and promotes a radiant, silky coat in adult cats.

Angelica Root

Traditionally revered for boosting blood circulation, Angelica Root stimulates collagen and skin cell renewal—nurturing healthy, youthful skin from within.



30%

Crude
Protein



18%

Crude
Fat



4.8%

Crude
Fiber



8.0%

Crude
Ash



1.2%

Calcium



1.0%

Phosphorus

88%

**ANIMAL
PROTEIN**

26%

**Fresh
Salmon Meat**

FEEDING GUIDE

 Adult Cat Weight(kg)	 Low Activity (Grams / Day)	 Normal Activity (Grams / Day)	 High Activity (Grams / Day)
2-3	20-30	30-40	40-50
3-4	30-40	45-55	60-70
4-5	40-45	55-60	70-80
5-6	45-50	60-70	80-90
>6	60-70	80-100	90-120

Recommended daily feeding amount is for reference only.
Please feed your pet according to its body condition and activity level.

Composition

Fresh salmon (26.0%), dried salmon (20.0%), dried potato, dried peas, chicken fat, dried beet pulp, linseed, salmon oil, brewer's yeast, seaweed (0.4%), fructo-oligosaccharides (FOS), lily root (0.14%), coix seed (0.14%), angelica root (0.14%), dried carrot, dried tomato, dried plum, dried lemon, yucca.

Analytical Constituents

Crude protein 30.0%, crude fat 18.0%, crude ash 8.0%, crude fibre 4.8%, moisture 8.0%, phosphorus 1.0%, calcium 1.2%, taurine 0.12%, omega 3-fatty acids 1.0%, omega-6 fatty acids 2.6%.

Additives, Nutritional Additives (per kg)

Vitamin A: 18,000 IU, Vitamin D3: 1,800 IU, Vitamin E: 300 IU (natural antioxidants), copper (cupric sulphate, pentahydrate) 5.0 mg, iron (ferrous sulphate, monohydrate) 80 mg, manganese (manganous oxide) 30 mg, zinc (zinc sulphate, monohydrate) 75 mg, iodine (calcium iodate anhydrous) 1.5 mg, selenium (sodium selenite) 0.1 mg, taurine 1,000 mg.

**VIGOR
& SAGE**

**HEALTHY
LIFESTYLE
FOR CATS**

● **FUNCTIONAL FOOD**

STERILIZED CARE



Ø | 9.4mm | t | 4.0mm

PORIA | ADULT

Over 12 Months

ALL BREED

COMPLETE CAT FOOD

2 kg, 10 kg

Herbal Highlight

Goji Berry

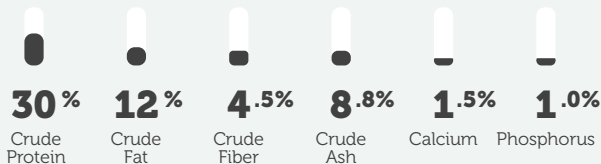
A superfruit for your kitten's vitality—rich in antioxidants to protect the nervous system, support immunity, and promote balanced energy from the very start.

Poria

A traditional botanical that aids digestion, supports immune health, enhances urinary balance, and nurtures the skin—contributing to overall feline wellness.

Licorice

A soothing herb that protects the digestive tract, supports respiratory health, and offers powerful anti-inflammatory, antiviral, and antibacterial properties—ideal for maintaining sterilized cat.



88% | **ANIMAL PROTEIN** | **26%** | **Fresh Lamb Meat**

FEEDING GUIDE

 Adult Cat Weight(kg)	 Low Activity (Grams / Day)	 Normal Activity (Grams / Day)	 High Activity (Grams / Day)
2-3	23-30	23-30	33-44
3-4	30-36	30-36	44-53
4-5	36-42	36-42	53-62
5-6	42-48	42-48	62-70
>6	48-58	48-58	70-84

Recommended daily feeding amount is for reference only.
Please feed your pet according to its body condition and activity level.

Composition

Fresh boneless lamb meat (26.0%), dried peas, dried lamb (15.0%), dried potato, dried beet pulp, brewer's yeast, chicken fat, salmon oil, linseed, dried carob pods, dried alfalfa, seaweed (0.4%), fructo-oligosaccharides (FOS), poria (0.14%), goji berry (0.14%), licorice root (0.14%), dried carrot, dried cranberry, dried plum, dried lemon, dried celery, yucca.

Analytical Constituents

Crude protein 30.0%, crude fat 12.0%, crude ash 8.8%, crude fiber 4.5%, moisture 8.0%, phosphorus 1.0%, calcium 1.5%, taurine 0.12%

Additives, Nutritional Additives (per kg)

Vitamin A: 18,000 IU, Vitamin D3: 1,800 IU, Vitamin E: 500 IU (natural antioxidants), copper (cupric sulphate, pentahydrate) 5.0 mg, iron (ferrous sulphate, monohydrate) 80 mg, manganese (manganous oxide) 30 mg, zinc (zinc sulphate, monohydrate) 75 mg, iodine (calcium iodate anhydrous) 1.5 mg, selenium (sodium selenite) 0.1 mg, taurine 1,000 mg, L-carnitine 250 mg.

**VIGOR
& SAGE**

**HEALTHY
LIFESTYLE**
FOR CATS

● **FUNCTIONAL FOOD**

LOW SENSITIVITY



Ø | 6.1mm | t | 4.4mm

YAM | ADULT

Over 12 Months

ALL BREED

COMPLETE CAT FOOD

2 kg, 10 kg

Herbal Highlight

Yam

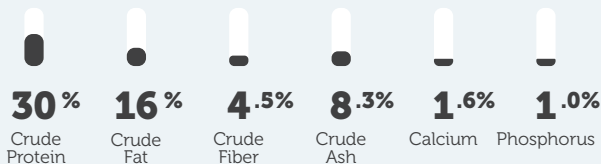
Naturally rich in vitamin C, yam soothes digestive systems, encourages healthy bile flow, and helps reduce intestinal inflammation—nurturing comfort from within.

Poria

A traditional botanical that aids digestion, supports immune health, enhances urinary balance, and nurtures the skin—contributing to overall feline wellness.

Coix Seed

A premium botanical source of fatty acids, Coix Seed helps preserve skin elasticity and promotes a radiant, silky coat in adult cats.



88% | **ANIMAL PROTEIN** | **26%** | **Fresh** Whitefish Meat

FEEDING GUIDE

 Adult Cat Weight(kg)	 Low Activity (Grams / Day)	 Normal Activity (Grams / Day)	 High Activity (Grams / Day)
2-3	20-30	30-40	40-50
3-4	30-40	45-55	60-70
4-5	40-50	55-60	70-80
5-6	50-60	60-70	80-90
>6	60-70	80-100	90-120

Recommended daily feeding amount is for reference only.
Please feed your pet according to its body condition and activity level.

Composition

Fresh whitefish (26.0%), dried whitefish (16.0%), dried peas, dried potato, chicken fat, dried beet pulp, brewer's yeast, salmon oil, lignocellulose, lutein, linseed, dried carrot, dried apple, dried banana, dried mango, dried tomato, dried kiwi, dried celery, dried cranberry, lecithin, seaweed, inulin, licorice root (0.10%), Yam (0.10%), coix seed (0.10%), Poria (0.10%), YUCCA.

Analytical Constituents

Crude protein 30.0%, Crude fat 16.0%, Crude fiber 4.5%, Crude ash 8.3%, Calcium 1.6%, Phosphorus 1.0%, Moisture 8.0%, Taurine 0.12%.

Additives, Nutritional Additives (per kg)

Vitamin A: 18,000 IU, Vitamin D3: 1,800 IU, Vitamin E: 300 IU (natural antioxidants), Vitamin C: 140 mg, copper (cupric sulphate, pentahydrate) 3.5 mg, copper (cupric chelate of glycine hydrate) 1.5 mg, iron (ferrous sulphate, monohydrate) 50 mg, iron (ferrous chelate of glycine hydrate) 25 mg, manganese (manganous oxide) 20 mg, manganese (manganese chelate of glycine hydrate) 10 mg, zinc (zinc sulphate, monohydrate) 45 mg, zinc (zinc chelate of glycine hydrate) 20 mg, iodine (calcium iodate, anhydrous) 1.5 mg, Taurine 1,000 mg

**VIGOR
& SAGE**

**HEALTHY
LIFESTYLE**
FOR CATS

● **FREEZE DRIED**

HIGH PALATABILITY



Ø | 11mm | t | 6.8mm

FREEZE-DRIED | ALS

All Life Stages

ALL BREED

COMPLETE CAT FOOD

1.2 kg

Herbal Highlight

Lily Root

Naturally rich in fatty acids, Lily Root supports skin integrity, enhances coat luster, and offers antifungal and anti-inflammatory benefits—elevating both beauty and comfort.

Coix Seed

A premium botanical source of fatty acids, Coix Seed helps preserve skin elasticity and promotes a radiant, silky coat in adult cats.

Angelica Root

Traditionally revered for boosting blood circulation, Angelica Root stimulates collagen and skin cell renewal—nurturing healthy, youthful skin from within.



31 %

Crude
Protein



21 %

Crude
Fat



4.5 %

Crude
Fiber



7.8 %

Crude
Ash



1.6 %

Calcium



1.0 %

Phosphorus

88 %

**ANIMAL
PROTEIN**

26 %

**Fresh
Salmon Meat**

FEEDING GUIDE

Kitten

Baby Kitten		Kitten	
Age (in months)	Daily Feeding Amount	Age (in months)	Daily Feeding Amount
1-2	25-50	4-6	70-80
2-3	50-65	6-12	60-70
3-4	75-85	>12	Refer to adult cat feeding guide
Gestating	85-125	Lactating	Ad lib

Baby kitten: During age 4-5 weeks, it is necessary to moisten the dry kibbles with warm water to help baby kitten to get use to the new food. After the learning and transit period dry kibbles can be fed direct without moistening.

Pregnant cat: Increase 10% of feeding amount weekly basis from the 6thweek to the next three weeks.

Lactating cat: Increase 50% of recommend daily feeding amount underaccordingly.

Adult & senior cat

Adult cat over 1 year old			Senior cat over 7 year old		
Weight	Normal Activity	High Activity	Weight	High Activity	High Activity
2-5kg	25-30	35-40	2-3kg	20-25	30-35
5-10kg	35-45	45-55	3-4kg	25-35	35-45
10-20kg	50-60	60-70	4-5kg	40-50	50-60
20-40kg	65-75	75-85	4-5kg	55-65	65-75
>6kg	80-90	90-100	>6kg	65-75	75-85

Recommended daily feeding amount is for reference only.
Please feed your pet according to its body condition and activity level.

Composition

Fresh salmon(26%), dried salmon(20%), dried patato, dried peas, freeze-dried salmon trout nuggets (10%), chicken fat, dried beet pulp, linseed, salmon oil, brewer's yeast, seaweed(0.4%), fructo-oligo-saccharides(FOS), lilyroot(0.14%), coix seed(0.14%), angelica root(0.14%), dried carrot, dried tomato, dried plum, dried lemon, yucca

Analytical Constituents

Crude protein 31.0%, Crude fat 21.0%, Crude fiber 4.5%, Crude ash 7.8%, Calcium 1.6%, Phosphorus 1.0%, Moisture 8.0%, Taurine 0.12%.

Additives, Nutritional Additives (per kg)

Vitamin A: 18,000 IU, Vitamin D3: 1,800 IU, Vitamin E: 300 IU (natural antioxidants), copper (cupric sulphate, pentahydrate) 3.5 mg, copper (cupric chelate of glycine hydrate) 1.5 mg, iron (ferrous sulphate, monohydrate) 50 mg, iron (ferrous chelate of glycine hydrate) 25 mg, manganese (manganous oxide) 20 mg, manganese (manganese chelate of glycine hydrate) 10 mg, zinc (zinc sulphate, monohydrate) 45 mg, zinc (zinc chelate of glycine hydrate) 20 mg, iodine (calcium iodate, anhydrous) 1.5 mg, Taurine 1,000 mg, flavours, rosemary extract, antioxidants



HEALTHY
LIFESTYLE
FOR CATS

● FREEZE DRIED

HIGH PALATABILITY

RAW NUTRITION IN CONVINIENT FORM

Freeze-dried meat offers the benefits of raw feeding—without refrigeration, mess, or bacteria risk.

FUNCTIONAL HERBS INFUSED

Angelica root, lily root, yucca & more, combined with glucosamine & chondroitin for holistic health.

LOOK DEEPER INTO WHAT'S INSIDE?

FREEZE-DRIED
MIXED



EXCLUSIVE
from Vigor & Sage in Europe



DUAL-TEXTURE DELIGHT

High-quality kibble + real freeze-dried salmon trout nuggets for a sensory experience.

HIGHER PROTEIN & HIGHER FAT

31% protein and 21% fat support active, growing, or underweight cats with sustained energy

WHAT IS?

FREEZE-DRIED

Preserved | UP TO
Original Nutrients | **97%**

With freeze-drying process, up to 97% of the original nutrients found in raw ingredients are preserved. Unlike heat-based cooking, freeze-drying gently removes moisture without damaging protein structure, vitamins, or enzymes—keeping the nutrition exactly where your pet needs it.

Why It's Perfect for Pet Food:

- ✓ Keeps the natural taste and smell pets love
- ✓ No need for artificial preservatives
- ✓ Ideal for sensitive digestion¹ or raw-style feeding
- ✓ Safe and hygienic with low moisture (<5%)
= no bacterial growth



**VIGOR
& SAGE**