

The link between Diet & Health

At the Natural Dog Food Company, we believe that a natural, balanced diet is the foundation of a healthy, happy dog. Just like in humans, a dog's diet directly affects their energy levels, skin, coat, digestion, and immune system.

That's why we use only 100% natural, human-grade ingredients, carefully chosen to reflect the natural diet dogs evolved to eat. By providing high-quality, nutritious food, we help support your dog's long-term health and wellbeing.

A good diet can:

-  Boost energy and vitality
-  Promote a shiny, healthy coat and nourished skin
-  Support smooth digestion and gut health
-  Strengthen the immune system
-  Maintain healthy bones, joints, and muscles

Our commitment to natural, ethical, and high-quality dog food benefits not only your dog but also you:



Economical

High-quality nutrition means smaller portions go further, leading to less waste and more value.



Less Waste

Nutrient-dense food creates less waste and healthier digestion.



Ethical

We use higher welfare meats and sustainable practices.



UK Produced

Proudly made in the UK, supporting local suppliers and reducing our carbon footprint.

Natural Dog Food Company
Unit 3.2 | Sleaford Moor Enterprise Park
Enterprise Way | Sleaford | NG34 7DE



Nature Knows Best



Balanced Formulations



100% Natural



100% Recyclable



ORIGINAL



100% natural, human-grade ingredients



High proportion of fresh, human-grade meat



Nutritional herbs, fruits, vegetables, and whole grains



Free from artificial ingredients, wheat, dairy, soya, by-products, derivatives, and fillers



Hypoallergenic and complete with every nutrient a dog needs without artificial supplements



SENSITIVE



Specially formulated for dogs with sensitivities and intolerances



High-quality, human-grade, higher welfare meats



Grain-free for easier digestion



Balanced diet supporting healthy bones, joints, and skin



Packed with fruits, vegetables, and herbs for natural nourishment



VETCARE



Healthy Weight and Joint Care:

- Supports weight management and joint health
- Contains collagen peptides, high fibre, high protein, and low fat



Skin and Coat Care:

- Addresses dry, itchy skin and coat issues
- Formulated with low antigenic potential, collagen peptides, Omega-3 and Omega-6 fatty acids, EPA, and DHA



Digestive Care:

- Supports digestive health and overall wellbeing
- Features collagen peptides, lignocellulose, and postbiotics