

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



Good food, made with care

We believe feeding your dog should feel simple and reassuring. That's why we focus on natural ingredients, responsible sourcing, and recipes that are kind to both dogs and the world around them.



Better Value

Our nutrient-rich food means smaller portions are needed, helping food last longer and reducing waste.



Less Waste, Happier Tummies

Quality ingredients are easier to digest, which often results in smaller, firmer stools and less mess to clear up.



Ethically Sourced

We choose higher-welfare meats and work closely with trusted suppliers who share our values.



Made in the UK

Prepared here in the UK, supporting local businesses while keeping food miles and environmental impact low.

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



Joint Support & Weight Control:

Supports weight management and joint health



Skin & Coat:

Addresses dry, itchy skin and coat issues



Digestive Support:

Supports digestive health and overall wellbeing



Dental Support:

Enhanced gum health and plaque protection



Daily Health:

Supporting joints and cognitive vitality for everyday balance