



< SmartHeart MY >
Available on the App Store and Google Play Store
www.smartheart.my



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SMARTHEART CARES ABOUT YOU

SMARTHEART® CAT FOOD

SmartHeart

< SmartHeart MY >
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BETTER CARE
FOR HEALTHY LIFE



SMARTHEART® CAT FOOD



**SmartHeart®
Mother & Baby**



**SmartHeart®
Kitten**



**SmartHeart® Adult
Skin & Coat Care**



**SmartHeart® Adult
Hairball Control**



**SmartHeart® Adult
Sterilized Formula**



**SmartHeart® Adult
Senior Care**



THE JOURNEY OF SI COMEL

SMARTHEART® CAT FOOD

PRODUCT
LINE UP

Functional Cat Dry Food

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Cat Wet Food

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MOTHER & BABY



HIGH PROTEIN

High Protein from quality meat at an adequate level nourishes the gestating and lactating queen and supports the growth and proper muscle development of baby cat.

SmartHeart® Mother & Baby Cat formula can be introduced to baby cat by adding kibbles to lukewarm water at ratio 1 : 1 to 1 : 2 kibbles to water until the kibbles are soft. Lukewarm water can be reduced as baby cat grows. After 16 weeks of age, start offering SmartHeart® Kitten Food in dry form.

Feeding Directions	Kitten's Weight (kg)	Kitten's Age (month)	Feeding Amount (g/day)	Frequency (meal/day)
	0.7 - 0.9	1 - 2	35 - 45	4 - 5
	0.9 - 1.6	2 - 3	45 - 65	3 - 4
	1.6 - 2.0	3 - 4	65 - 80	3 - 4
	Mother Cat's Weight (kg)	Feeding Amount (g/day)		
	3 - 4	85 - 110		
	4 - 5	110 - 130		
	5 - 6	130 - 145		
	Lactation period		Ad libitum	



EASY REHYDRATION



A GOOD START NUTRITION



TRIPLE PREBIOTICS

GUARANTEED ANALYSIS

Crude Protein	min.	32.0%
Crude Fat	min.	18.0%
Crude Fiber	max.	4.0%
Moisture	max.	10.0%

KITTEN

BETTER CARE FOR HEALTHY LIFE



No Artificial Color



Yucca Added



Controlled Sodium Level



PROMOTE BRAIN DEVELOPMENT



TRIPLE DHA ENHANCEMENT



HEALTHY HEART


GUARANTEED ANALYSIS

Crude Protein	min.	31.0%
Crude Fat	min.	10.0%
Crude Fiber	max.	3.0%
Moisture	max.	10.0%



Proper Structure Development

SmartHeart® Kitten Food is formulated to meet or exceed the nutrient profile for kitten established by the Association of American Feed Control Officials (AAFCO). SmartHeart® Kitten Food is manufactured by an ISO 9001-, ISO 14001-, GMP-, BRC-, and HACCP-certified pet food only facility.

Feeding Directions	Kitten's Age (week)	Kitten's Weight (kg)	Feeding Amount (g/day)
	Weaning	0.6	40 - 50
	8	0.7 - 0.9	50 - 55
	12	1.0 - 1.5	85 - 130
	16	1.6 - 2.0	90 - 130
	24	2.1 - 2.9	95 - 135
	32	2.8 - 3.5	85 - 110
	40	3.2 - 4.0	75 - 95
	48	More than 4.0	85 - 95

SKIN & COAT CARE



SKIN PROTECTION

Suitable level of Biotin, Zinc and Omega 3 & 6 fatty acids help enhance a healthy skin and shiny coat.

Soft and shiny fur is a reflection of your cat's skin condition and it mirrors the appropriate amount and quality of the diet. SmartHeart® Skin & Coat has been formulated to affirm a healthy skin and coat condition. Optimal level of protein and nutrients fortified with adequate amount of Biotin, Zinc and Omega-3 & 6 fatty acids help nourish and strengthen your cat's skin and coat.

Feeding Directions



Cat's Weight (kg)	Feeding Amount (g/day)
2.0 - 2.5	40 - 48
2.6 - 3.0	50 - 55
3.1 - 3.5	58 - 65
3.6 - 4.0	67 - 75
4.1 - 4.5	77 - 84
4.6 - 5.0	86 - 94
5.1 - 5.5	96 - 103

GUARANTEED ANALYSIS

Crude Protein	min.	30.0%
Crude Fat	min.	9.0%
Crude Fiber	max.	4.0%
Moisture	max.	10.0%



EASY REHYDRATION



A GOOD START NUTRITION



TRIPLE PREBIOTICS

HAIRBALL CONTROL



HAIRBALL FORMULA

Natural Fiber Supplementation helps lessen the hairball formation in cat's digestive tract.

Cat loves to frequently groom itself from its mane to the tip of its tail for cleanliness and relaxation. This regular grooming activity leads to hair ingestion causing hairball formation in the digestive tract resulting in digestive discomfort. SmartHeart® Hairball Control Formula is supplemented with natural fiber which helps gently remove hairball from cat's digestive tract.

GUARANTEED ANALYSIS

Crude Protein	min.	30.0%
Crude Fat	min.	15.0%
Crude Fiber	max.	9.0%
Moisture	max.	10.0%

Feeding Directions



Cat's Weight (kg)	Feeding Amount (g/day)
2.0 - 4.0	45 - 80
4.0 - 6.0	85 - 100
More than 6.0	100 - 140



PROMOTE BRAIN DEVELOPMENT



TRIPLE DHA ENHANCEMENT



HEALTHY HEART

STERILIZED FORMULA

STERILIZED FORMULA




BODY-WEIGHT CONTROL FORMULA

Low calorie diet for healthy weight management of your neutered and obese-prone cat.

After neutering, the hormone level reduction in cat can lead to metabolism slowdown and less energy utilization. This condition can predispose your cat to become overweight and obese. SmartHeart® Sterilized Cat Formula is formulated as the low calorie diet with the sufficient level of fat and natural cellulose to lessen the tendency of obesity and gastrointestinal disorder.

GUARANTEED ANALYSIS

Crude Protein	min.	30.0%
Crude Fat	min.	10.0%
Crude Fiber	max.	6.5%
Moisture	max.	10.0%

Feeding Directions	Cat's Weight (kg)	Feeding Amount (g/day)
	2.0 – 2.5	45 – 50
	2.5 – 3.0	50 – 60
	3.0 – 3.5	60 – 65
	3.5 – 4.0	65 – 75
	4.0 – 4.5	75 – 80
	4.5 – 5.0	80 – 85
	5.0 – 5.5	85 – 95



PROMOTE BRAIN DEVELOPMENT



TRIPLE DHA ENHANCEMENT



HEALTHY HEART

SENIOR CARE



PROMOTE BRAIN DEVELOPMENT



TRIPLE DHA ENHANCEMENT



HEALTHY HEART



JOINT CARE FORMULA

Glucosamine and Chondroitin supplements help to maintain a good joint health and reduce risk of pain and tenderness in the senior stage.

GUARANTEED ANALYSIS

Crude Protein	min.	32.0%
Crude Fat	min.	9.0%
Crude Fiber	max.	4.0%
Moisture	max.	10.0%

Getting older needs a special care, suitable supplement and nutrition to smoothly support senior feline's daily activities, SmartHeart® Senior Cat Care Formula understands the concern and dedicatedly formulated for senior cat to enjoy activity without any difficulties in the elderly age. Glucosamine and Chondroitin as well as quality protein are added in our formulation to support joint, bone and muscle for its health and wellness.

Feeding Directions	Cat's Weight (kg)	Feeding Amount (g/day)	
	2.0 – 2.5	49 – 58	
	2.6 – 3.0	60 – 67	
	3.1 – 3.5	68 – 75	
	3.6 – 4.0	76 – 83	
	4.1 – 4.5	84 – 91	
	4.6 – 5.0	92 – 98	
		5.1 – 5.5	99 – 105

STERILIZED FORMULA

SENIOR CARE

ADULT CAT DRY FOOD

BETTER CARE 
FOR HEALTHY LIFE

-  No Artificial Color
-  Yucca Added
-  Controlled Sodium Level



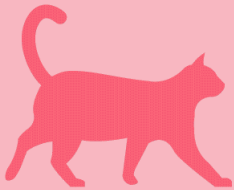
-  PROMOTE BRAIN DEVELOPMENT
-  TRIPLE DHA ENHANCEMENT
-  HEALTHY HEART

SmartHeart® Adult Cat Food is formulated to meet or exceed the nutrient profile for adult established by the Association of American Feed Control Officials (AAFCO). SmartHeart® Adult Cat Food is manufactured by an ISO 9001-, ISO 14001-, GMP-, BRC-, and HACCP-certified pet food only facility.

GUARANTEED ANALYSIS

Crude Protein	min.	30.0%
Crude Fat	min.	9.0%
Crude Fiber	max.	3.0%
Moisture	max.	10.0%

Feeding Directions



Cat's Weight (kg)

Feeding Amount (g/day)

2.0 – 2.5	40 – 48
2.6 – 3.0	50 – 55
3.1 – 3.5	58 – 65
3.6 – 4.0	67 – 75
4.1 – 4.5	77 – 84
4.6 – 5.0	86 – 94
5.1 – 5.5	96 – 103

WET CAT FOOD IN CANNED

HEARTY RECIPE FILLED
IN TASTY MEAL



-  **PROTEIN:** Quality meat to provide amino acids to maintain good muscle mass.
-  **FAT:** For energy and source of essential fatty acids to maintain healthy skin and shiny coat.
-  **VITAMINS:** For body functions and enhancement of the immune system.
-  **MINERALS:** For body functions and strengthen bones and teeth.
-  **TAURINE PLUS:** An amino acids for proper eye function.

SmartHeart® Canned Cat Food is a delicious meal providing 100% of all essential nutrients that cats need to stay healthy and strong.

* Available in 170gm : Tuna in Jelly, Sardine with Chicken in Jelly, Tuna With Chunky Sardine

GUARANTEED ANALYSIS

Crude Protein	min.	10.0%
Crude Fat	min.	1.5 ~ 2.0%
Crude Fiber	max.	1.0%
Moisture	max.	84.0%

Feeding Directions



Adult Cat's Weight (kg)

Feeding Amount (g/day)

Frequency (meal/day)

2 – 3	160 – 200	1 – 2
3 – 4	200 – 240	1 – 2
4 – 5	240 – 280	1 – 2

WET CAT FOOD IN POUCH



WET CAT FOOD IN POUCH



BAHARU



Citarasa Warisan

SmartHeart® Wet Food in convenient (or easy-to-open) pouch is the new alternative for feeding your cat. Produced with real chicken and fish, easy pouch is hygienically produced with the right combination of vitamins and minerals to keep your cat happy and healthy. It is made from real meat, your cat will experience the soft and tender texture in every pouch of SmartHeart® Cat Food.



PROMOTE BRAIN DEVELOPMENT



HEALTHY HEART

GUARANTEED ANALYSIS

Crude Protein	min.	6.5 ~ 10.0%
Crude Fat	min.	1.0 ~ 3.0%
Crude Fiber	max.	1.0%
Moisture	max.	85.0%

Feeding Directions

Age	Cat's Weight (kg)	Feeding Amount (g/day)
Kitten after weaning from 4 weeks to 1 year	0.5 - 1.0	100 - 170
	1.1 - 3.0	180 - 390
Adult cat over 1 year	3.1 - 4.0	390 - 480
	More than 4.0	More than 480



WET CAT FOOD IN POUCH

CREAMY TREATS (CAT LICK)



CREAMY TREATS (CAT LICK)



PLAQUE PREVENTION: Green Tea Extract provides extra care and protection to keep teeth clean and reduce oral problem.



PREBIOTIC: To improve digestive system's health and stool quality.



HEALTHY SKIN: Collagen added to promote shiny and to maintain healthy skin.



JOINT CARE: Glucosamine helps to slow down joint's degradation and to maintain joints mobility.



BONDING ENHANCER BY HAND FEEDING

SmartHeart®

Potong 🐾 Picit 🐾 Hidang

SmartHeart® Creamy Cat Treat (Cat Lick) is the new alternative for feeding your cat. It is a cat treat that needs to be fed together with SmartHeart® Cat Dry Food in order to get completed and balanced nutrition.

GUARANTEED ANALYSIS

Crude Protein	min.	5.0%
Crude Fat	min.	2.0%
Crude Fiber	max.	1.0%
Moisture	max.	91.0%

Feeding Directions



Age	Cat's Weight (kg)	Feeding Amount (g/day)	Daily Meal (sachet/day)
Adult > 1 year	1.0 - 2.0	15 - 25	1 - 2
	2.0 - 4.0	25 - 45	2 - 3
	4.0 - 6.0	45 - 60	3 - 4

CREAMY TREAT (CAT LICK)