

**ICELANDIC+**<sup>™</sup>

**2023 PRODUCT GUIDE**



**THE BEST TREATS FOR THE MOST LOVED PETS.™**



# ICELAND, THE EPITOME OF PURE

Some refer to Iceland as the Land of Fire and Ice, but Iceland refers to itself as Pure, Natural, Unspoiled. And for a good reason; it is one of the most virgin landscapes in the world. With a pristine coastline, lush farmlands, majestic glaciers, fiery volcanoes, and untouched highlands, it is the epitome of pure. It goes without saying that products harvested from Iceland,

like our lamb horns and fish treats for dogs and cats, reflect the clean, natural environment from which they come. In turn, pets benefit from higher levels of naturally occurring vitamins, minerals and nutrients and the absence of pesticides, herbicides and other toxins.

# AT ICELANDIC+ WE CARE ABOUT PETS, OURS AND YOURS.

That's why we are committed to producing healthy dog and cat treats that meet their specific digestive and nutritional requirements. We only use the purest ingredients to ensure the freshness and natural goodness of our products. And, we use zero additives, fillers or artificial preservatives.

Why? Our treats and your pet don't need them.



# OUR COMMITMENT TO SUSTAINABILITY



## ETHICAL. ENVIRONMENTAL. TRACEABLE.

Everything that goes into our healthy dog and cat treats is ethically sourced from Iceland. As a matter of fact, ethical is at the core of our company. At one time lamb horns and fish parts were treated as waste and were expensive for farms and processing facilities to dispose of. Through partnering with these businesses, we have helped them close their sustainability gaps by establishing a revenue-generating solution that also reduces landfill mass.

Equal to our commitment to pet health and human welfare is our desire to preserve the health and wellbeing of the environment.

That's why our sustainable dog and cat treats are processed using geothermal-based energy, a clean and sustainable energy that comes directly from the heat of the Earth.

Why is traceability important? Because it's always good to know exactly where your food is coming from. The same goes for our pet's food. Every Icelandic+ raw material is traceable to its origin. This practice provides greater accountability and transparency, and it protects the integrity of our edible horns and other pet treats.

# ICELANDIC+ FISH TREATS

Get your pet hooked on delicious, healthy Icelandic+ 100% natural, fish treats. Ideal for pets with protein sensitivities, our limited ingredient fish treats are sourced from the pure water of Iceland, and then cleaned, processed and air-dried. Promoting healthy gums and teeth by reducing tartar and plaque build-up, while also providing Omega-3 fatty acids to help improve your pet's healthy skin and coat, Icelandic+ fish treats will have your pet wagging for more.



SUSTAINABLY WILD-  
CAUGHT FISH



BAKED WITH  
GEOTHERMAL ENERGY



HELPS SUPPORT HEALTHY  
JOINTS, SKIN & COAT



RICH IN  
OMEGA 3S





**COD SKIN ROLLS**  
3 oz



**REDFISH SKIN ROLLS**  
3 oz



**COD FISH CHIPS**  
2.5 oz



**SALMON FISH CHIPS**  
2.5 oz



**COD MINI FISH CHIPS**  
2.5 oz



**COD MINI FISH CHIPS**  
9 oz



**SALMON MINI FISH CHIPS**  
2.5 oz



**SALMON MINI FISH CHIPS**  
9 oz

# FISH TREATS



**CAPELIN WHOLE FISH & PIECES**  
2.5 oz & 9 oz



**CAPELIN WHOLE FISH & PIECES**  
1.5 oz



**HERRING WHOLE FISH**  
3 oz & 9 oz



**HERRING WHOLE FISH**  
1.5 oz



**COD & SHRIMP COMBO BITES**  
3 oz



**COD & SALMON COMBO BITES**  
3 oz



**COD & LOBSTER COMBO BITES**  
3 oz



**COD & HERRING COMBO BITES**  
3 oz



**COD LONG SKIN**  
18-22"



**COD SHORT SKINS**  
8-10"



**COD SHORT CHEW STICKS**  
3 pk / 5" sticks



**COD LONG CHEW STICKS**  
2 pk / 10" sticks

**NEW!  
SIZE**



**BULK COD SHORT CHEW STICKS**  
24 count

**NEW!  
SIZE**



**BULK COD LONG CHEW STICKS**  
12 count



**WOLFFISH STICKS & PIECES**  
3 oz & 9 oz



**COD SKIN PIECES**  
8 oz & 16 oz



**COD CUBES**  
Large



# SOFT CHEW NIBBLETs & CHEWY JERKY TREATS

## TREATS FOR CATS



**COD LIVER & SEAWEED  
SOFT CHEW NIBBLETs**  
2.25 OZ



**MACKEREL & SKYR  
SOFT CHEW NIBBLETs**  
2.25 OZ



**SALMON & SEAWEED  
SOFT CHEW NIBBLETs**  
2.25 OZ



**ARCTIC CHAR & KELP  
SOFT CHEW NIBBLETs**  
2.25 OZ



**MACKEREL & SKYR  
SOFT CHEW NIBBLETs**  
2.25 OZ



**SALMON & SEAWEED  
SOFT CHEW NIBBLETs**  
2.25 OZ



**CAPELIN & SKYR  
CHEWY JERKY BARS**  
2.5 OZ



**HADDOCK & SKYR  
CHEWY JERKY BARS**  
2.5 OZ



**KELP & SKYR  
CHEWY JERKY BARS**  
2.5 OZ



**SALMON & SKYR  
CHEWY JERKY BARS**  
2.5 OZ



**WOLFFISH & SKYR  
CHEWY JERKY BARS**  
2.5 OZ

# ICELANDIC+ LAMB CHEWS

Brought to the island by Vikings a few thousand years ago, Icelandic lamb are exclusively raised outside, taking in the unpolluted mountain air, freely roaming Iceland's idyllic pastures, and living off the bounty nature provides. The lamb are never given hormones or fed grain with antibiotics, making Icelandic lamb one of the cleanest and healthiest meats in the world. Now dogs can enjoy the same high level of quality in Icelandic+ treats & chews made from 100% pure Icelandic lamb



FREE-ROAMING  
ICELANDIC LAMB



LONG-LASTING  
HEALTHY CHEW



HIGHLY  
DIGESTIBLE



BAKED WITH  
GEOTHERMAL ENERGY



## LAMB TREATS



**SMALL LAMB HORN WITH MARROW**  
4-5.5"



**LARGE LAMB HORN**  
4-5.5"



**LAMB MARROW WHOLE PIECES**  
4 OZ

Always responsibly sourced and baked with geothermal energy

From free roaming Icelandic lamb

Chewing action helps reduce plaque buildup

Healthy single-ingredient chew

No hormones or preservatives

# ICELANDIC+ BEEF TREATS

Your pet will never wonder where's the beef with Icelandic+ USA beef collagen treats. Healthy, delicious and power packed with protein, our beef collagen is made from cattle born & raised in the USA and traceable back to the ranch. Choose the best rawhide alternative with our long lasting chews or go for the poppable puffs to reward your pup or cat. Either way your furry friend will give you the tail wag of approval.



HELPS SUPPORT HEALTHY  
JOINTS, SKIN & COAT



MADE IN  
THE USA



GREAT FOR  
DENTAL HEALTH



HIGH PROTEIN  
REWARD



## BEEF COLLAGEN CHEWS



**COLLAGEN DENTAL CHEWS**  
Small to Medium Dogs // 4"



**COLLAGEN DENTAL CHEWS**  
Medium to Large Dogs // 8"

### ≡ LONG-LASTING CHEW ≡



**ROLLED COLLAGEN STICKS**  
Small to Medium Dogs // 4"

### ≡ LONG-LASTING CHEW ≡



**ROLLED COLLAGEN STICKS**  
Small to Medium Dogs // 4"

**USA Beef Collagen with Wild Caught Cod Skin**

**Supports healthy joints, skin & coat**

**Provides natural dental health benefits**

**Naturally occurring Omega-3, glucosamine & chondroitin**

**Easy to digest & safe alternative to rawhide**

**Just two ingredients - nothing else**

COMING SOON

TREATS FOR CATS



**BAKED BEEF COLLAGEN  
WITH COD SKIN  
COLLAGEN PUFFS**  
0.5 oz



**BAKED BEEF COLLAGEN  
WITH LAMB MARROW  
COLLAGEN PUFFS**  
0.5 oz



**BAKED BEEF COLLAGEN  
WITH COD SKIN  
COLLAGEN PUFFS**  
1.3 oz



**BAKED BEEF COLLAGEN  
WITH DEHYDRATED KELP  
COLLAGEN PUFFS**  
1.3 oz



**BAKED BEEF COLLAGEN  
WITH LAMB MARROW  
COLLAGEN PUFFS**  
1.3 oz



**BAKED BEEF COLLAGEN WITH  
COD SKIN COLLAGEN PUFFS**  
1.3 oz & 2.5 oz



**BAKED BEEF COLLAGEN WITH  
DEHYDRATED KELP COLLAGEN PUFFS**  
2.5 oz



**BAKED BEEF COLLAGEN WITH  
LAMB MARROW COLLAGEN PUFFS**  
2.5 oz

BEEF COLLAGEN PUFFS

TREATS FOR SMALL DOGS

ICELANDIC+

# GÓÐAN DAGINN! (GOOD DAY!)

Get in touch with any comments or concerns about our lamb, fish and beef products for your dog or cat, or if you would like to become a product reseller.

If you wish to speak to someone, please use one of the phone numbers below, and we will be happy to speak to you.

## INQUIRIES

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