



The BrushTail - New Zealand's Best Kept Pet Food Secret



The BRUSHTAIL (*Trichosurus Vulpecula*) is a native of Australia where it is protected in all states except Tasmania. It was introduced into New Zealand in the 1860's to establish the fur industry.

Unfortunately, New Zealand has no predatory animals and the number of Brushtails grew out of control. Early last century, the Brushtail was declared an agricultural pest in New Zealand. The estimated 60-70 million Brushtails in New Zealand consumed an estimated 21-25 tonnes of native forest per night. Brushtails in New Zealand kill native birds and eat birds' eggs and so are a targeted species for control.

In 1999, Addiction's Founder, who is a Holistic Veterinarian and Clinical Nutritionist discovered that the New Zealand Brushtail was an ideal high quality protein rich in Omega 3 & 6 fatty acids. He believed that the Brushtail could be used as the main protein source for an ultra-premium quality pet food formula especially suited for pets with allergies to common protein sources like chicken, beef and lamb. After extensive testing and research, he developed the world's first *New Zealand Brushtail & Vegetables Entree* pet food formula. This one-of-a-kind pet food has since amassed a cult following amongst discerning pet owners who recognize the following benefits of the Brushtail:

- **[New Zealand Brushtail and the American Opossum](#)**

Despite the likeness in names, the New Zealand Brushtail should not be confused with the North American Opossum (*Didelphis Virginiana*), which belongs to a different marsupial family, from a very different part of the world. Only the Brushtail is used in *Addiction's New Zealand Brushtail & Vegetables Entree*, so you can be sure of premium quality New Zealand Brushtail in every can.

- **[Saving New Zealand's Native Flora and Fauna](#)**

Our activities to harvest the Brushtail are fully supported by the Ministry of Agriculture and Forests. Our operation is conservation based and approved by the New Zealand Government. By feeding *Addiction's New Zealand Brushtail & Vegetables Entree*, you are helping to conserve New Zealand's plant and animal life by reducing the destruction of native habitat and giving native plant and animal life a greater chance of survival.

- **[New Zealand Brushtail - An Unmatched Source of Omega 3 & 6](#)**

Brushtails eat only the finest food, including a variety of leaves, fresh shoots, berries and grasses. Brushtail meat contain higher levels of Omega 3 & 6 fatty acids than other red meats. Omega 3 & 6 have important anti-inflammatory effects and are extremely beneficial in the management of allergies and inflammatory skin conditions.

- **[Hypoallergenic](#)**

Our Holistic and Hypoallergenic Formula uses only the freshest fruit, vegetables and premium meats. Every possible care has been taken in formulation and production to ensure minimum instance of allergic reactions.

- **[Naturally Irresistible Taste](#)**

The Brushtail on its own is highly palatable and unlike most pet foods which use artificial flavorings to enhance the taste of their foods, *Addiction's New Zealand Brushtail & Vegetables Entree* is an all natural and delicious solution with an irresistible taste that appeals to even the fussiest eater.



- A complete balanced meal on its own
- For fussy eaters
- Improves skin conditions
- As a recovery diet
- To enhance the flavour of dry food
- As a low allergy diet