

vitalis
AQUATIC NUTRITION

COMPLETE, TAILORED DIETS

MARINE

TROPICAL

COLDWATER

INVERTEBRATE



IT'S WHAT'S INSIDE THAT COUNTS



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OUR ETHOS

Vitalis Aquatic Nutrition is a range of complete and balanced diets, tailored to the diverse nutritional requirements of fish from all around the world. Vitalis is produced by UK-based **World Feeds Ltd**, a company built on the simple premise of improving the way fish are fed.

In 2005, we formed a team of fish experts, nutritional scientists and engineers to bring our vision of creating a better standard of aquatic nutrition to fruition.

Our combined expertise has enabled us to create unique formulations targeted at marine, tropical freshwater and coldwater fish from all across the globe. We produce our diets using our own bespoke machinery, designed by our in-house technical and engineering team, meaning our fish food is produced unlike any other available on the market.

WE FEED MILLIONS OF FISH IN SOME OF THE LARGEST PUBLIC AQUARIUMS IN THE WORLD


Our specialist aquatic feeds are used by leading public aquariums worldwide. Some of the largest exhibits worldwide have been reaping the many nutritional and practical benefits of our feeds for years.

SEA SENTOSA in Singapore features a 45 Million litre tank, home to over 100,000 marine animals of 1,000 different species, each of which is catered for with a variety of our tailored diets. As is the 11 Million litre multi-species exhibit at **DUBAI AQUARIUM & UNDERWATER ZOO**. We are extremely proud to count them among our many international aquarium clients.

Our technical and scientific expertise has also been embraced as part of our collaborative relationship with aquariums. We work to find and develop feeding solutions, from specially designed feeds for more challenging species such as sharks to our unique large grazing blocks for large-scale community exhibits.

Vitalis products available from retailers are made using precisely the same formulation as those used by public aquariums, only smaller so as to better suit the digestive systems and feeding habits of fish in the home aquarium.





Vitalis Flakes are made large to allow feeding versatility in community aquariums containing fish of different sizes. Highly digestible and nutritionally balanced, they can also be broken down for small species and juvenile fish.

Vitalis Pellets are made using low temperature extrusion techniques. This produces soft malleable pellets which are more attractive to the fish and easily digested. Our pellets are made in a variety of diameters, with sizes tailored to aid digestion in fish kept in the home aquarium, as well as offering bigger sizes for larger species in public aquarium exhibits.

Vitalis Grazers are designed specifically for grazing species. These unique water stable rings have been developed to remain in the aquarium for consumption by the fish throughout the day. Allowing you to witness your fish feeding as they would in the wild. Available in 2 sizes, Mini and our Large Grazing Diet, which is exclusive to public aquariums.

WHY VITALIS?

We create high quality tailored diets to meet the diverse nutritional needs of species from all around the world, whether they inhabit the smallest freshwater tank or the largest community marine exhibit. Our aim has always been to provide the best source of nutrition for aquarium fish worldwide.

We carefully selected our key ingredients with a focus on quality, nutritional value and sustainability. Our dietary components are obtained from responsible, registered suppliers. No GM products are used in any of our formulations.

HIGH QUALITY, SUSTAINABLY SOURCED INGREDIENTS
All of our diets are comprised of high quality, sustainably sourced ingredients - including whole fish meal, squid, shrimp, krill, mussel and seaweed blends, uniquely formulated for high digestibility. We employ unique processes to create soft, malleable feeds that further aid ease of digestion.

ENCOURAGING A NATURAL FEEDING EXPERIENCE
We produce each of our fish foods in a variety of methods of presentation. Large and versatile flakes, soft sinking pellets and our unique grazers ensure that each species is able to obtain their high quality nutrition in the way that best suits them.

LESS WASTE - IMPROVED WATER QUALITY
Owing to our low leaching formulas, our diets are highly stable in water. Combined with their high digestibility, this help to minimise excess nutrient accumulation - significantly benefitting water quality, while putting less stress on filtration systems.

USED BY LEADING PUBLIC AQUARIUMS WORLDWIDE
We feed millions of fish in major public aquariums around the globe, including some of the largest exhibits in the world. Our diets are used to feed a wide variety of species from garden eels to tiger sharks and those same formulations are available to the fish in the home aquarium.

All our diets are made from the highest quality ingredients, and are obtained from registered suppliers and sustainable sources. No GM products are used in any of our formulations. The formulations include constituents that can only be found in naturally occurring diets of marine and freshwater species.

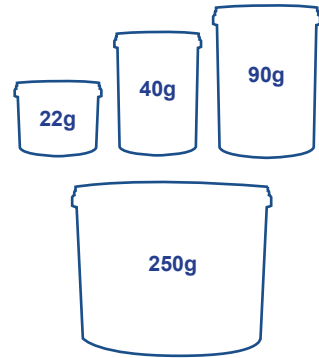
Our fish foods are made from a wide variety of dietary components, including whole fish meal, human food-grade squid, shrimp and mussel powders, a blend of algae species (including *Ascophyllum* and *Ulva*) and *Spirulina* to name a few.



MARINE FLAKES

Marine Flakes incorporate a unique formulation of marine proteins, including whole fish meal and a tailored blend of molluscs and crustaceans. They can be used in rotation with our Platinum Marine range to maintain peak health and condition in your fish.

POT SIZES



PLATINUM MARINE FLAKES

Incorporating all the high quality nutrition of our principal Marine Flake, our Platinum Marine Flakes also include key dietary components designed to support the immune system and maximise health and condition. See our PLATINUM MARINE FEEDING STRATEGY (page 25) for more details.

POT SIZES



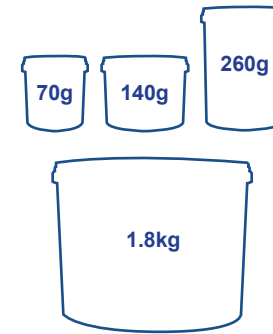
MARINE PELLETS

Marine Pellets incorporate a unique formulation of marine proteins, including whole fish meal and a tailored blend of molluscs and crustaceans. They can be used in rotation with our Platinum Marine range to maintain peak health and condition in your fish.

PELLET SIZE (Ø)

1mm

POT SIZES



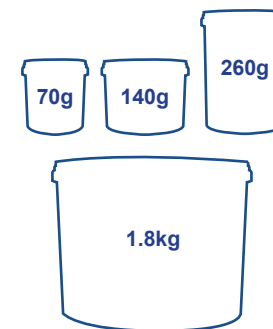
PLATINUM MARINE PELLETS

Incorporating all the high quality nutrition of our principal Marine Pellet, our Platinum Marine Pellets also include key dietary components designed to support the immune system and maximise health and condition. See our PLATINUM MARINE FEEDING STRATEGY (page 25) for more details.

PELLET SIZE (Ø)

1mm

POT SIZES



ALGAE FLAKES

Formulated for herbivorous marine species, our Algae Flakes include a uniquely tailored blend of nutrient rich marine algae. Their distinct green colouration emulates particles of seaweed found naturally in seawater. They can be used in rotation with our Platinum Marine range to maintain peak health and condition in your fish.

POT SIZES



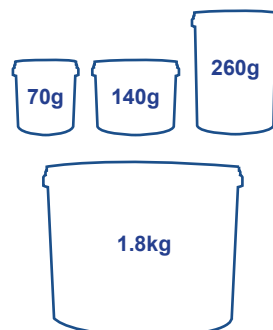
ALGAE PELLETS

Formulated for herbivorous marine species, our Algae Pellets include a uniquely tailored blend of nutrient rich marine algae. They can be used in rotation with our Platinum Marine range to maintain peak health and condition in your fish.

PELLET SIZE (Ø)

1mm

POT SIZES



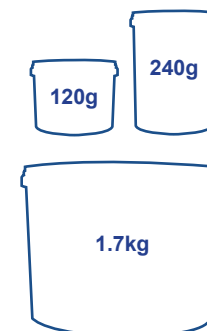
MARINE GRAZER

Encouraging natural grazing behaviour, these unique Mini Grazer rings can be attached to the side of the aquarium using their suction fixings (included in the pot) and allow you to witness your fish feeding as they would in the wild. Encompassing all the nutritional requirements of marine grazing species, our Mini Grazers are designed to remain water stable, reducing waste and allowing fish to feed as and when they choose.

GRAZER SIZE

MINI

POT SIZES





LPS CORAL PELLETS

Developed to suit the direct feeding mechanisms of large polyp stony corals, which often live in deeper water and depend less on photosynthesis to meet their nutritional needs. The small size of these pellets emulates the suspended particulate matter found naturally in the reef environment.

PELLET SIZE (Ø)

1.5mm

POT SIZES



MIXED REEF FOOD

The natural attractants present in the key ingredients of our mixed reef formulation encourage polyp extension, enabling you to witness your corals feeding as they would in the reef environment. Our micronised flake is milled to emulate the suspended particulate matter found naturally in seawater which corals trap in their tentacles.

POT SIZES



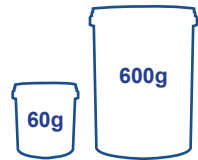
ANEMONE PELLETS

Developed to suit the passive feeding mechanisms of carnivorous anemones. These pellets emulate the larger particles of food or whole fish that would be captured by their stinging tentacles in the reef environment. They can also be easily broken down for smaller anemones.

PELLET SIZE (Ø)

4mm

POT SIZES

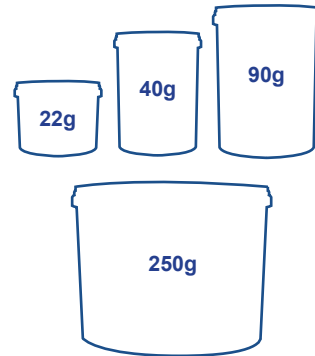


TROPICAL FLAKES

Formulated with our key nutritional ingredients, a blend of algae and a tailored balance of vitamins and minerals, our Tropical Flakes are designed to deliver a complete source of high quality nutrition. The natural pigments present in our ingredients also help to support a healthy colouration in your fish.



POT SIZES



TROPICAL PELLETS

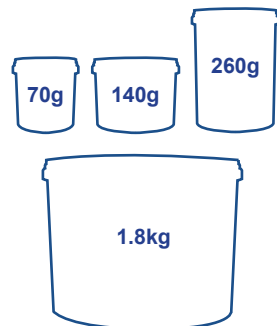
Formulated with our key nutritional ingredients, a blend of algae and a tailored balance of vitamins and minerals, our Tropical Pellets are designed to deliver a complete source of high quality nutrition. The natural pigments present in our ingredients also help to support a healthy colouration in your fish.



PELLET SIZE (Ø)

1mm

POT SIZES



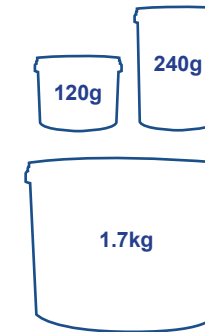
TROPICAL GRAZER

Encouraging natural grazing behaviour, these unique Mini Grazer rings can be attached to the side of the aquarium using their suction fixings (included in the pot) and allow you to witness your fish feeding as they would in the wild. Encompassing all the nutritional requirements of tropical freshwater grazing species, our Mini Grazers are designed to remain water stable, reducing waste and allowing fish to feed as and when they choose.

GRAZER SIZE

MINI

POT SIZES



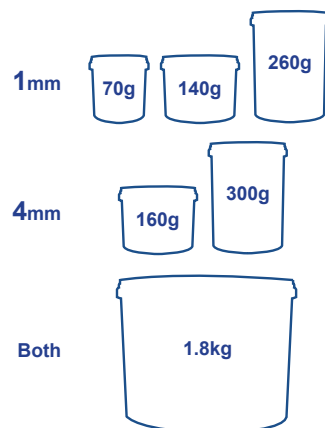
CICHLID CARNIVORE PELLETS

Tailored to meet the high protein needs of carnivorous cichlid species from Africa and Central / South America. These soft, sinking pellets incorporate a unique formulation of proteins, including whole fish meal and a tailored blend of molluscs and crustaceans. The natural pigments of our key ingredients also help to support a healthy colouration in your fish.

PELLET SIZE (Ø)

1mm, 4mm

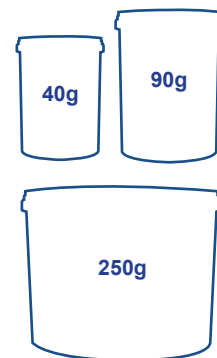
POT SIZES



CICHLID HERBIVORE FLAKES

Designed for the lower protein requirements of herbivorous cichlid species. Cichlid Herbivore Flakes incorporate a unique blend of nutrient rich algae and spirulina. The natural pigments of our key ingredients also help to support a healthy colouration in your fish.

POT SIZES



CICHLID HERBIVORE PELLETS

Designed for the lower protein requirements of herbivorous cichlid species. Cichlid Herbivore Pellets incorporate a unique blend of nutrient rich algae and spirulina. The natural pigments of our key ingredients also help to support a healthy colouration in your fish.

PELLET SIZE (Ø)

1.5mm

POT SIZES





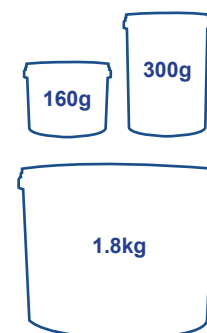
PLEC PELLETS

Designed to meet the needs of substrate feeding members of the loricadae family, our 8mm Plec Pellets contain a blend of nutrient rich algae. Formulated to promote a natural feeding experience, these larger size pellets are also ideal for community freshwater aquariums, where plecos as well as smaller species are able to graze on them throughout the day.

PELLET SIZE (Ø)

8mm

POT SIZES



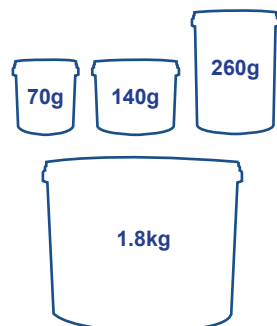
CATFISH PELLETS

Tailored to meet the specific feeding mechanisms of substrate feeding catfish, our soft Catfish Pellets are rich in a variety of natural attractants present in our key ingredients. This promotes a natural foraging response in your fish.

PELLET SIZE (Ø)

1mm

POT SIZES



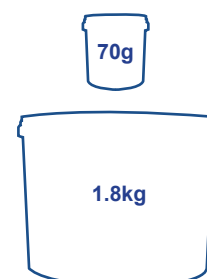
FRESHWATER SHRIMP PELLETS

Formulated with high levels of nutrient rich algae, these small pellets are designed to feed a wide range of freshwater shrimp and snail species. A versatile and complete diet for your crustaceans' nutritional requirements.

PELLET SIZE (Ø)

1mm

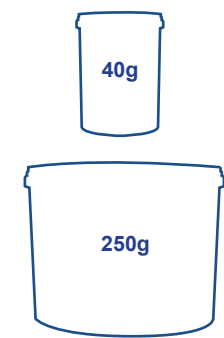
POT SIZES



GOLDFISH FLAKES

The natural pigments present in our key nutritional ingredients combined with a tailored balance of vitamins and minerals mean our Goldfish Flakes help maintain good health and colouration in all goldfish varieties.

POT SIZES



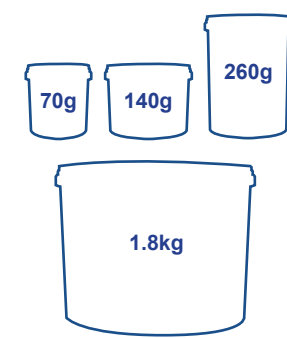
GOLDFISH PELLETS

The natural pigments present in our key nutritional ingredients combined with a tailored balance of vitamins and minerals mean our soft, sinking Goldfish Pellets help maintain good health and colouration in all goldfish varieties.

PELLET SIZE (Ø)

1.5mm

POT SIZES



FEEDING GUIDES

Our recommendations on how to get the most out of your Vitalis diet. Visit our website for more detail and FAQs.

FLAKES

- Turn the pumps off.
- For surface feeders, place flakes on surface. For mid and bottom feeders, pinch flakes and disperse under the surface.
- Turn the pumps back on.
- Feed up to three times per day, crushing flakes to suit size of fish.
- Do not put wet fingers into pot.
- Do not overfeed.
- Remove any uneaten food.
- Store in a cool, dry place.

PELLETS

- Feed up to three times per day.
- Do not put wet fingers into pot.
- Do not overfeed.
- Remove any uneaten food.
- Store in a cool, dry place.

PLEC PELLETS

- For best results, feed late afternoon / evening and remove any uneaten food the following morning.
- Do not put wet fingers into pot.
- Do not overfeed.
- Store in a cool, dry place.

MINI GRAZERS

- Place a single Mini Grazer on its unique suction fixing, placing it half way down the aquarium side.
- Feed only when aquarium is illuminated and remove any uneaten food before turning lights off.
- Do not put wet fingers into pot.
- Do not overfeed.
- Store in a cool, dry place

MIXED REEF FOOD

- Turn the sump or filter pump off for a short period (no more than 15 minutes).
- Mix the food with a small amount of tank water and target each coral using a large pipette.
- Add the food upstream of your corals and allow it to circulate.
- Don't forget to turn the pumps back on.
- Depending on population density, feed daily or every other day
- Use one scoop of micronised flake for every 50 litres of water. For heavily stocked aquariums use two scoops for every 50 litres. For best results mix with a small quantity of aquarium water and add to water flow
- Ensure the coral is positioned with sufficient flow to allow waste food particles to be removed
- Do not put wet fingers into pot.
- Store in a cool, dry place.

LPS CORAL PELLETS

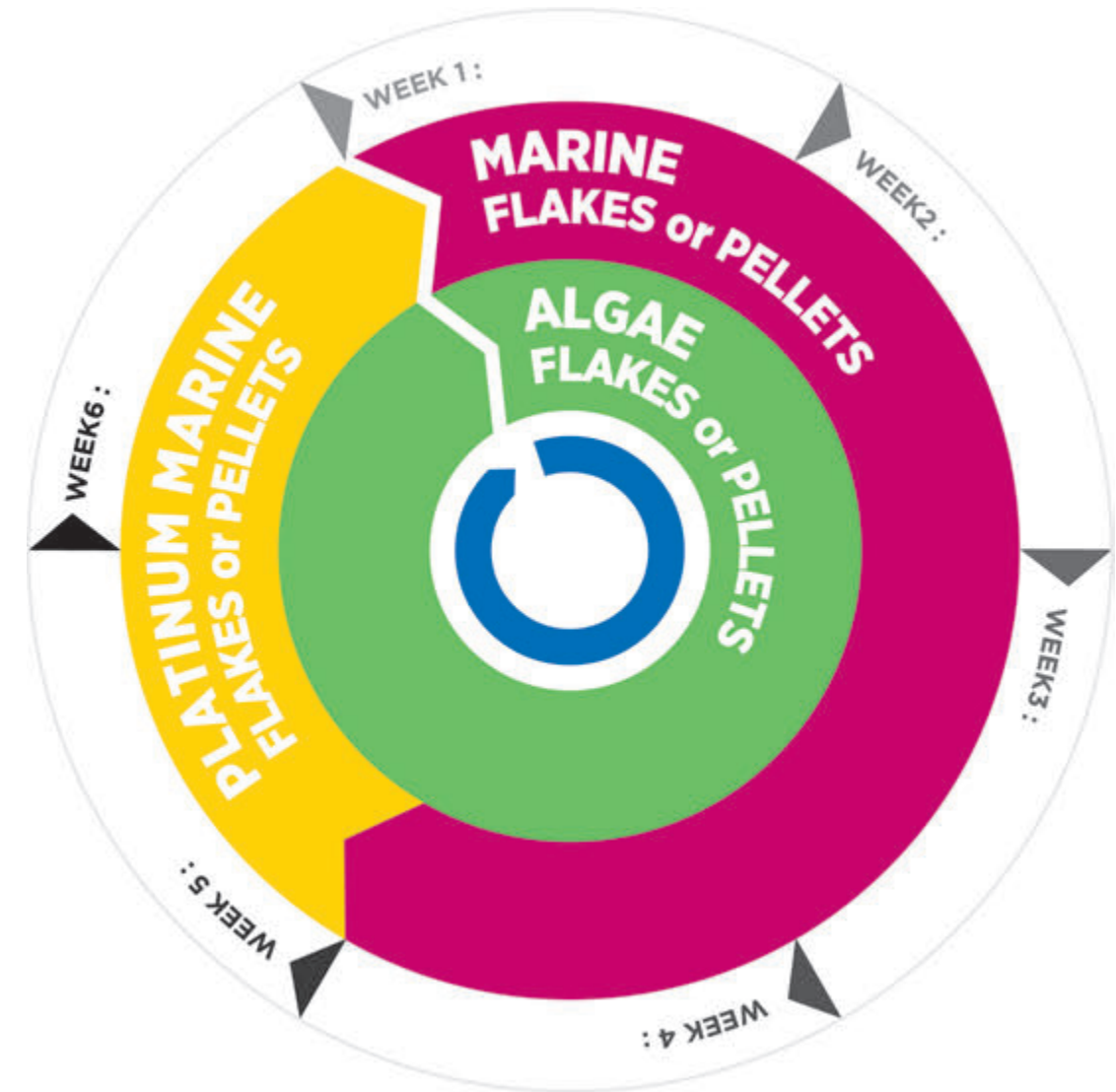
- Feed every other day by carefully placing some of the pellets on the oral disc of the coral.
- Ensure the coral is positioned with sufficient flow to allow waste food particles to be removed.
- Do not put wet fingers into pot.
- Store in a cool, dry place.

ANEMONE PELLETS

- Feed when the tentacles are fully extended and the animal is 'set' to trap food.
- Drop a small number of pellets directly onto the open anemone. Adjust the number of pellets to suit the size of anemone.
- Do not put wet fingers into pot.
- Do not overfeed.
- Remove any uneaten food.
- Store in a cool, dry place.

PLATINUM MARINE FEEDING STRATEGY

Our Platinum Marine products include specific dietary components designed to help support the immune system. We recommend following our 6-week Platinum Marine cycle to optimise the benefits of our Marine diets.



SIX-WEEK PLATINUM FEEDING CYCLE

The Platinum Range has an enhanced formulation to include key ingredients which support the immune system and maximise health and condition. For best results use the Vitalis Marine or Algae diets with the Platinum range of flakes and/or pellets, in sequence to optimise the full benefits of Vitalis diets.

Feed your preferred flake or pellet diet for four weeks and then for two weeks switch to the Platinum version of the diet before reverting back to repeat the cycle.

For mixed species tanks containing omnivores and herbivores use Vitalis Algae Flakes or Pellets throughout the cycle. Our feeding rotation wheel will enable you to monitor the progress of your fish through the cycle. Fill in the start dates of each week on the Feeding Wheel to help you keep to the sequence.

*The Platinum product range is ideal for use during quarantine and times of stress such as when medicating. It can also be used prior to anticipated stress, for example, two weeks prior to transport.

vitalis

AQUATIC NUTRITION

WORLD FEEDSTM

WORLD FEEDS LIMITED

3b Coulman Street Industrial Estate

Thorne

DN8 5JS

United Kingdom

Tel: +44 (0) 1405 815 605

Fax: +44 (0) 1405 817 461

info@worldfeeds.uk

www.worldfeeds.uk

