

URINARY

FREQUENTLY ASKED QUESTIONS



1 Why are we changing URINARY S/O High Dilution Feline?

The **URINARY S/O High Dilution** name is indeed changing but we will keep the formulation which is proven more effective than the historical **URINARY S/O**. Therefore, the High Dilution formula will be maintained and improved with the new name:

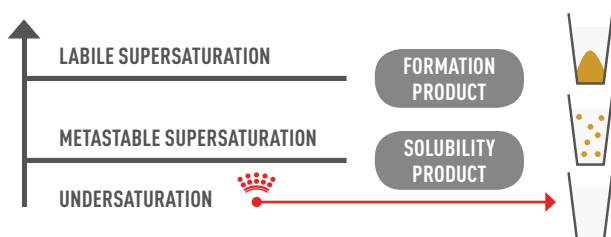
URINARY S/O



With this change we will simplify your recommendation while continuing to provide the best product performance in terms of Relative Supersaturation (RSS).

2 Does this mean the High Dilution performance will not exist anymore?

No, in fact all feline **URINARY** products will now be formulated to provide the same RSS performance as the current **High Dilution** product.



3 Vets used to recommend URINARY S/O High Dilution for struvite dissolution and once dissolution was achieved they switched cats to URINARY S/O. Can they use the new URINARY S/O for struvite dissolution and long-term management?

The new Feline **URINARY S/O** is a **complete dietetic feed** for adult cats and can thus be fed safely for as long as it is needed. Increasing the level of dietary sodium (i.e. 3.3 g/Mcal in the new feline **URINARY S/O** vs 2.2 g/Mcal in the current feline **URINARY S/O**) is highly effective in stimulating water intake and promoting urine dilution. The resulting lower urinary ion concentration decreases RSS, and as evidenced by several studies in cats, the lower the RSS, the better. The level of dietary sodium in the new Feline **URINARY S/O** falls within the safe limits recommended by authorities in pet nutrition such as the 2006 NRC (National Research Council) so this diet can be fed safely for as long as it is needed.

4 Could you clarify what will be the product recommendation in case of Feline Idiopathic Cystitis (FIC)?

FIC is a major issue for cats, representing at least 50% of total urinary conditions. Royal Canin has developed specific formulas to ensure the most precise nutritional support and we recommend **URINARY S/O + Calm Multifunction** diet for the long term management of cats with FIC.

5 Why are we changing our wet products?

In accordance with our animal first philosophy, we have improved our wet formulations and also aligned our palatability approach to the macronutrient profile. The macronutrient profile of a product is a primary driver of longer-term food selection and intake in cats. We continue to provide diversity through the texture and the aromatic profile of each of the wet options available to ensure there is a product to meet each individual cat's preference.





6 Will these changes apply to other products?

Producing products with a "flavour" claim (as a marketing claim without a specific animal benefit) is not part of the Royal Canin philosophy. Nevertheless there are particular cases where real ingredient variety can answer to specific needs.

A number of our Dermatology products that are designed to support pets with a nutrient intolerance are based upon the inclusion of few selected protein sources (hydrolysed or intact) and as such, must indeed contain a limited number of specifically chosen protein sources. This is a key attribute of these diets, with direct clinical consequences, hence it is linked to on-pack claims or the product name itself (e.g. "chicken with rice"). Consequently, ingredient is the "allowed exception" for this category (and related labelling is actually a requirement), for animal benefits, clear understanding and correct recommendation.

In cases of pets with chronic kidney disease that are prone to anorexia and aversion phenomenon, we've shown that offering products with different aromatic profiles allows the pet to change from one diet to another and continue to benefit from a nutritional solution that fits their preference, even when this preference is altered by the disease.

7 What is the impact of not respecting the right mixed feeding combination between DRY & WET?

Incorrect mixed feeding is a common error: owners can feed the right dry **URINARY** diet but often feed a wet diet that is not compatible or even feed a compatible wet diet but in the wrong proportions of wet versus dry. This can then put the animal at risk of forming new urinary crystals. That is why for each **ROYAL CANIN® URINARY** diet, a wet option is available where possible in order to guarantee optimal RSS results even in mixed feeding. Where relevant, mixed feeding guidelines will now be printed on the back of our new packaging to assist pet owners in feeding the correct proportions.



8 Why change to an 85g pouch for cats and a 100g pouch for dogs?

The pouch packaging is primarily designed for single serve feeding. An 85g pouch is considered as the ideal single meal portion for a cat. For dogs, the 100g pouch is well adapted to the caloric coverage for mixed feeding of small dogs. In addition, the loaf texture product is technically only feasible to be produced in an 85g pouch.

9 Why have we launched a specific urinary product for dogs from seven years old?

Ageing pets have specific needs where nutrition can play a key supporting role. **URINARY S/O Ageing 7+** has been developed to ensure the most precise nutritional support with no compromise. We continue to innovate and are researching the development of a feline ageing product.

