A HEALTHY WEIGHT STARTS WITH HEALTHY HABITS

Tailored nutritional solutions to support healthy weight and the management of cats and dogs with diabetes mellitus.
BEING OVERWEIGHT HAS HIDDEN COSTS THAT OWNERS MAY NOT BE AWARE OF

**REDUCED LIFESPAN**
Studies reveal that cats and dogs with excess weight may live shorter lives.

Obese cats may have their lifespan shortened by 1.9 years compared to cats with an ideal body condition score (BCS).

Overweight dogs may live up to 2.5 years less than those at an ideal weight.

**INCREASED RISK OF DIABETES MELLITUS**
Studies reveal that being overweight is a major risk factor for diabetes mellitus in cats and dogs.

Cat owners spent
- 36% more on diagnostic procedures
- 53% more on surgical services

Dog owners spent
- 17% more on healthcare costs
- 25% more on medications

Data from cats and dogs monitored over a 4 year period.
OBESITY AND DIABETES MELLITUS: MORE PREVALENT THAN YOU THINK

OBESITY

Obesity has now been classified as a disease, which is recognised as both chronic and incurable. The prevalence of overweight and obese cats and dogs in the UK is on the increase and it is recognised as the most common nutritional disease in dogs.

At least 65% of all dogs are overweight or obese.

At least 39% of all cats are overweight or obese.

DIABETES MELLITUS

Diabetes mellitus is a disease that occurs either due to insufficient insulin production or the body’s failure to respond to the insulin which is produced. Already a relatively common disease, the incidences of Diabetes in cats and dogs is on the increase.

Animals that are overweight are more predisposed to developing diabetes mellitus. Obesity can impact diabetic control by:

- Decreasing insulin sensitivity. Insulin sensitivity decreases by more than 50% in obese cats.
- Contributing to insulin resistance.

THE ROLE OF NUTRITION

Nutrition has a key role in achieving weight loss and the management of pets with Diabetes Mellitus. Feeding overweight pets less energy, not food, is what encourages weight loss whilst still meeting all the body’s nutrient needs.

In the case of a diabetic pet, dietary management is of major importance along with appropriate medical care. A consistent dietary intake is key to achieving and maintaining glycaemic control.

START ADOPTING HEALTHY HABITS TODAY

Talk openly to your clients about the hidden costs of being overweight and associated diseases such as diabetes mellitus.

Create healthy habits for both you and your clients to help pets live longer and healthier lives.

Understand your clients current habits by discussing feeding and treating behaviours.

Support your clients in the process through tailored lifestyle and nutritional recommendations.

Around 1 in 290 dogs have diabetes
(Approx. 30,360 diabetic dogs in the UK)

Around 1 in 170 cats have diabetes
(Approx. 43,500 diabetic cats in the UK)

At least 65% of all dogs are overweight or obese.

At least 39% of all cats are overweight or obese.

Nutrition has a key role in achieving weight loss and the management of pets with Diabetes Mellitus. Feeding overweight pets less energy, not food, is what encourages weight loss whilst still meeting all the body’s nutrient needs.

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Understand your clients current habits by discussing feeding and treating behaviours.
FELINE NUTRITIONAL MANAGEMENT

**DECISION TREE**

1. **OVERWEIGHT/OBESE**
   - BCS > 7
     - **MULTIPLE CONDITIONS**
     - **SINGLE CONDITION**
       - **DIABETIC**
         - **NEARLY DIAGNOSED/NOT YET STABILISED DIABETES MELLITUS**
           - (INITIATE INSULIN & ASSESS BLOOD GLUCOSE)
             - BCS ≥ 7
             - BCS ≤ 6
               - **STABILISATION**
                 - (Case dependent, 4-12 weeks)
               - **LONG TERM MAINTENANCE**
                 - (Case dependent, 4-12 weeks)
               - **DIABETIC**
                 - **BENEFIT**
                   - **ADDED BENEFIT**

2. **SATIETY**
   - **WEIGHT MANAGEMENT**
     - **URINARY SATIETY**
       - **SINGLE CONDITION**
         - **OVERWEIGHT/OBESE**
           - BCS ≥ 7
             - **DIABETIC**
               - **NEARLY DIAGNOSED/NOT YET STABILISED DIABETES MELLITUS**
                 - (INITIATE INSULIN & ASSESS BLOOD GLUCOSE)
                   - BCS > 7
                   - BCS ≤ 6
                     - **STABILISATION**
                       - (Case dependent, 4-12 weeks)
                     - **LONG TERM MAINTENANCE**
                       - (Case dependent, 4-12 weeks)
                     - **DIABETIC**
                       - **BENEFIT**
                         - **ADDED BENEFIT**

3. **JOINT ISSUES**
   - **MULTIPLE CONDITIONS**
     - **SINGLE CONDITION**
       - **OVERWEIGHT/OBESE**
         - BCS > 7
           - **DIABETIC**
             - **NEARLY DIAGNOSED/NOT YET STABILISED DIABETES MELLITUS**
               - (INITIATE INSULIN & ASSESS BLOOD GLUCOSE)
                 - BCS > 7
                 - BCS ≤ 6
                   - **STABILISATION**
                     - (Case dependent, 4-12 weeks)
                   - **LONG TERM MAINTENANCE**
                     - (Case dependent, 4-12 weeks)
                   - **DIABETIC**
                     - **BENEFIT**
                       - **ADDED BENEFIT**

4. **NEWLY DIAGNOSED/NOT YET STABILISED DIABETES MELLITUS**
   - **DIABETIC**
     - **BENEFIT**
       - **ADDED BENEFIT**

Please note:
If patients lose too much weight or struggle to stabilise, a transition to **DIABETIC** is recommended.
INTRODUCING
THE NEW ROYAL CANIN®
SATIETY WEIGHT
MANAGEMENT
DOG X–KIBBLE

The new X-kibble provides a positive impact on eating behaviour. A study revealed that having a cross shaped kibble:

- Significantly increased meal duration by 57%21
- Significantly decreased begging behaviour after only 15 days
- Slewed down eating and encouraged increased chewing

Significant increase in meal duration with the new X-kibble shape:

<table>
<thead>
<tr>
<th>Meal duration in minutes</th>
<th>O-kibble</th>
<th>X-kibble</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>7+57%</td>
<td></td>
</tr>
</tbody>
</table>

Significant decrease in begging behaviour:

<table>
<thead>
<tr>
<th>Begging category</th>
<th>t = 0 days</th>
<th>t = 15 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>No begging or just before meals</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>Begging before meals and occasionally between meals</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>Begging before meals and frequently between meals</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Begging just after meals or all the time</td>
<td>34%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Significant decrease: *P<0.01

Fig. 1: Median meal duration was significantly longer for the X-kibble than for the O-kibble (t=24; X-kibble: 292 sec; 103 – 900 sec; O-kibble: 186 sec; 89–900 sec; *P<0.001).

Fig. 2: Begging behaviour significantly improved for dogs in Europe (n=50; *P<0.01) over the course of the study.

SATIETY WEIGHT MANAGEMENT:
OUR BEST RECOMMENDATION FOR THE
MANAGEMENT OF OVERWEIGHT PETS

CLINICALLY PROVEN
DIET FOR WEIGHT LOSS AND
MAINTENANCE AFTER WEIGHT LOSS

- 97% of pets lost weight in 3 months22,23
- Helped control begging in 82% of pets22

The NEW SATIETY WEIGHT MANAGEMENT
Dog X-kibble:
- Increases chewing and meal duration
- Helps keep dogs satisfied between meals

KEY BENEFITS

- BEGGING CONTROL
  High natural fibre level keeps cats and dogs satisfied between meals
- EFFECTIVE WEIGHT MANAGEMENT
  Adapted macronutrient profile provides safe weight loss and helps avoid weight regain
- MUSCLE MASS MAINTENANCE
  High protein content helps support healthy weight loss while maintaining muscle mass

SLOWED DOWN EATING AND ENCOURAGED INCREASED CHEWING

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Helped control begging in 82% of pets22
The NEW SATIETY WEIGHT MANAGEMENT Dog X-kibble:
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Fig. 1:
Fig. 2:
UNCOVER THE CLINICAL BENEFITS OF ROYAL CANIN® DIABETIC DIET

GLUCOMODULATION
SPECIFIC FORMULA TO HELP IN THE MANAGEMENT OF POST-PRANDIAL BLOOD GLUCOSE IN DIABETIC PETS

HIGH PROTEIN
HELPS REDUCE NET ENERGY SUPPLY AND SUPPORT MAINTENANCE OF MUSCLE MASS, ESSENTIAL IN DIABETIC PETS

LOW STARCH
FORMULA THAT CONTAINS A REDUCED LEVEL OF STARCH, <20% AS FED

ROYAL CANIN® DIABETIC
IS SPECIFICALLY FORMULATED TO HELP IN THE MANAGEMENT OF GLYCAEMIA

DIABETIC’s macronutrient profile supports glucomodulation, maintenance of lean muscle mass and optimisation of ideal body composition.

Research has shown that low carbohydrate and high protein diets, in combination with insulin, help manage Diabetes Mellitus.1,2

ROYAL CANIN® DIABETIC
HAS AN ADAPTED FIBRE BLEND

A specific blend of dietary fibre can improve glycemic control, possibly by slowing down gastric emptying, reducing the rate of starch degradation and help flattening the post-prandial glucose curve.3,4

ROYAL CANIN® DIABETIC is highly palatable, which is important to help ensure consistent intake, especially during stabilisation of the diabetic patient. Due to its moderate levels of fat and energy content, it meets the needs of patients with various caloric requirements, up to a BCS of 6/9.
4 STEPS TO A SUCCESSFUL WEIGHT CONVERSATION WITH THE 30 MINUTE WEIGHT CONSULT

1. LOOK. FEEL. WEIGH.
   HELP OWNERS UNDERSTAND THEIR PET'S IDEAL SHAPE AND WEIGHT
   - Encourage the owner to look at and feel their pet to monitor its body condition
   - Weigh the pet and record the weight

2. MOTIVATE
   EXPLAIN THE BENEFITS OF A HEALTHY WEIGHT
   - Increased pet lifespan
   - Reduced risk of associated diseases such as diabetes
   - Improved quality of life

3. CONNECT
   FIND COMMON GROUND AROUND BEGGING AND TREATING HABITS
   - Is the owner observing begging behaviour?
   - Acknowledge that begging is common and can be a challenge to manage
   - Educate them on begging behaviour - pets may be asking for attention, play or exercise rather than food
   - Encourage the owner to adopt a new treat strategy
   - Replace food with other rewards to keep the bond, e.g. playing, attention, grooming, exercise

4. SUPPORT
   RECOMMEND A HOLISTIC APPROACH TO HEALTHY LIFESTYLE AND FEEDING
   - Offer an individual nutritional recommendation to effectively manage overweight pets using the Royal Canin Weight Management diets
   - Reassure the pet owner by informing them about how much to feed, how much it will cost and the importance of measuring with digital scales
   - Discuss a realistic activity plan which could involve regular exercise and play activities
   - Stress the importance of maintaining healthy feeding habits and regular monitoring of their pet’s progress

References:
8. https://www.ufaw.org.uk/animal-care/fitness/overview/energy-requirements/