



**ROYAL CANIN®**

INCREDIBLE IN EVERY DETAIL

# VHN VITAL SUPPORT

PARTNER MEDIA PACK



# VHN VITAL SUPPORT

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Royal Canin have created a number of assets to support you in your conversations with pet owners around the advancements to our range of Vital Support diets.

This document details the assets available including information about how to use them.

## **This Partner Media Pack includes:**

- Social media posts to share on your social media channels\*
- Recommended post captions
- ‘An update from Royal Canin’ assets to share on your website, within your own newsletter or email to customers

**To start using the social media assets,  
follow these simple steps:**

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**Read through the document**

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**Download the image(s) that you want to share**

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**Upload the image(s) to your social media account**

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**Copy and paste the recommended post caption**

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**Share the post!**

**To start using the update assets,  
follow these simple steps:**

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**Read through the document**

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**Download the image(s) that you want to share**

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**Upload the image(s) to your website / Insert image  
into your newsletter template / Insert image into an  
email communication to customers**

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**Share your update!**

\*Terms of Use: The VHN Vital Support Partner Media Pack is strictly for use with social media accounts associated with veterinary practices. You agree not to modify, edit, or otherwise change the images in any form and by using them agree to Royal Canin Terms of Use.

# STATIC POSTS



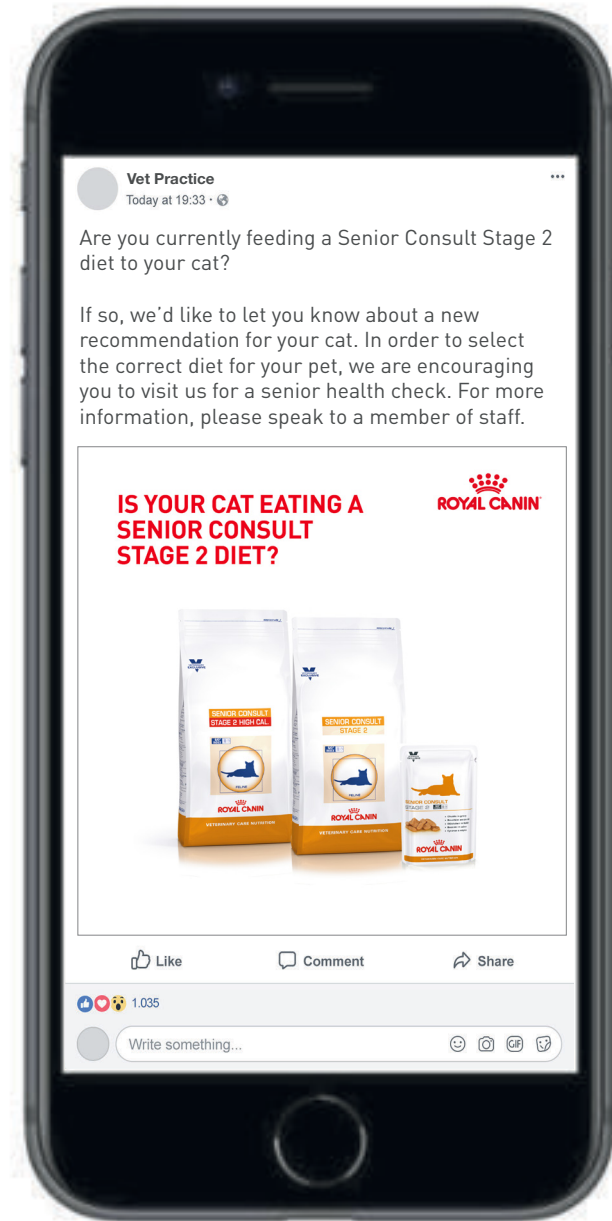
## Where to use:

Use on your social media channels such as Facebook or Instagram.

## Recommended post caption:

Are you currently feeding a Senior Consult Stage 2 diet to your cat?

If so, we'd like to let you know about a new recommendation for your cat. In order to select the correct diet for your pet, we are encouraging you to visit us for a senior health check. For more information, please speak to a member of staff.



[Download the image here](#)

# STATIC POSTS

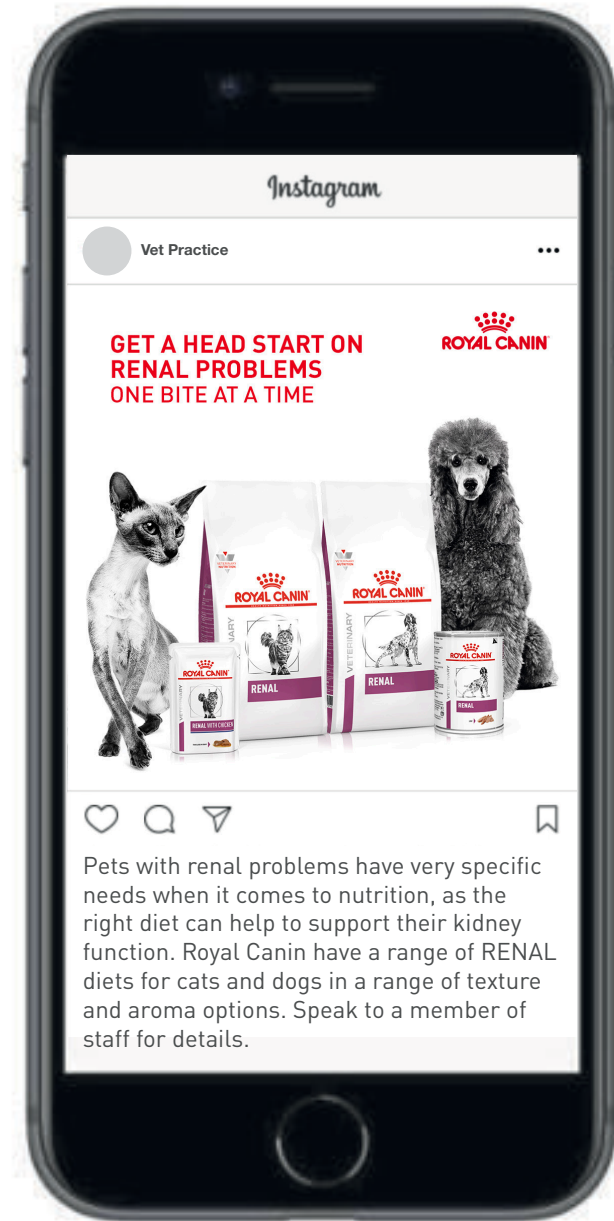


## Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used if you want to inform your customers about the range of RENAL diets.

## Recommended post caption:

Pets with renal problems have very specific needs when it comes to nutrition, as the right diet can help to support their kidney function. Royal Canin have a range of RENAL diets for cats and dogs in a range of texture and aroma options. Speak to a member of staff for details.



[Download the image here](#)

# STATIC POSTS

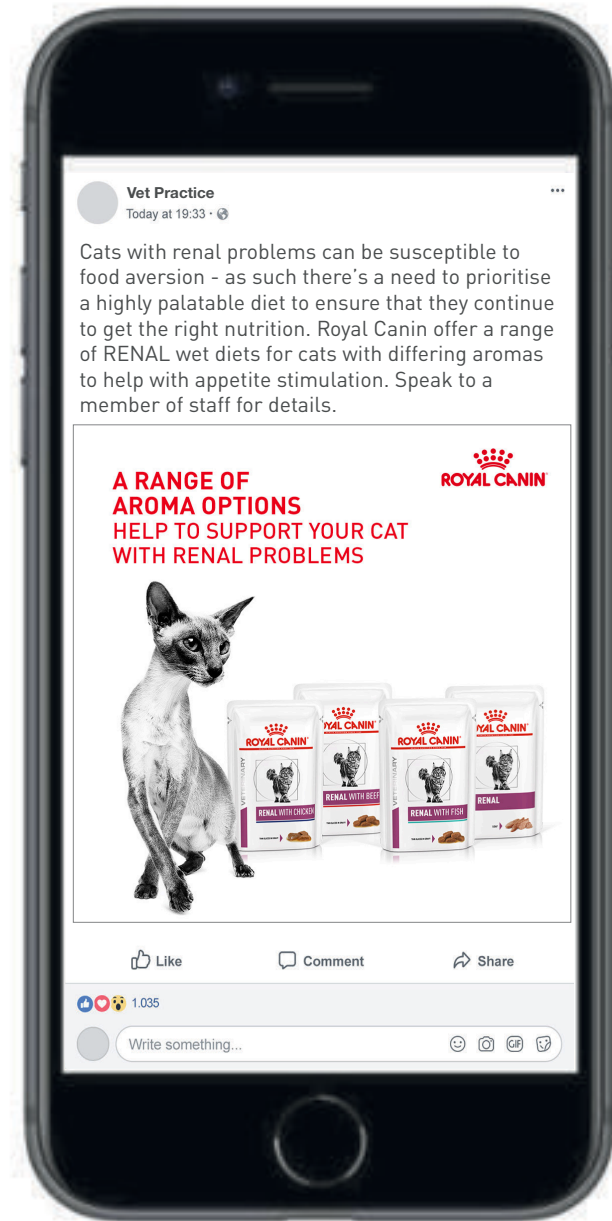


## Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used if you want to share the importance of offering choice to cats with renal problems.

## Recommended post caption:

Cats with renal problems can be susceptible to food aversion - as such there's a need to prioritise a highly palatable diet to ensure that they continue to get the right nutrition. Royal Canin offer a range of RENAL wet diets for cats with differing aromas to help with appetite stimulation. Speak to a member of staff for details.



[Download the image here](#)



# STATIC POSTS

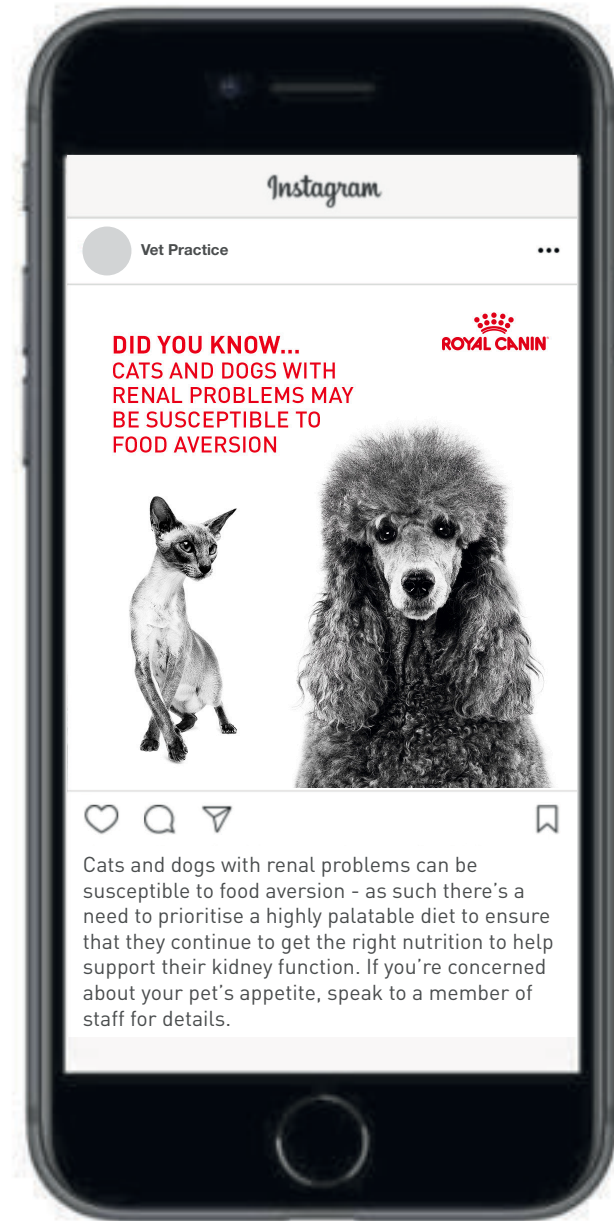


## Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to educate pet owners about the risk of food aversion with pets suffering with renal problems.

## Recommended post caption:

Cats and dogs with renal problems can be susceptible to food aversion - as such there's a need to prioritise a highly palatable diet to ensure that they continue to get the right nutrition to help support their kidney function. If you're concerned about your pet's appetite, speak to a member of staff for details.



[Download the image here](#)

# STATIC POSTS

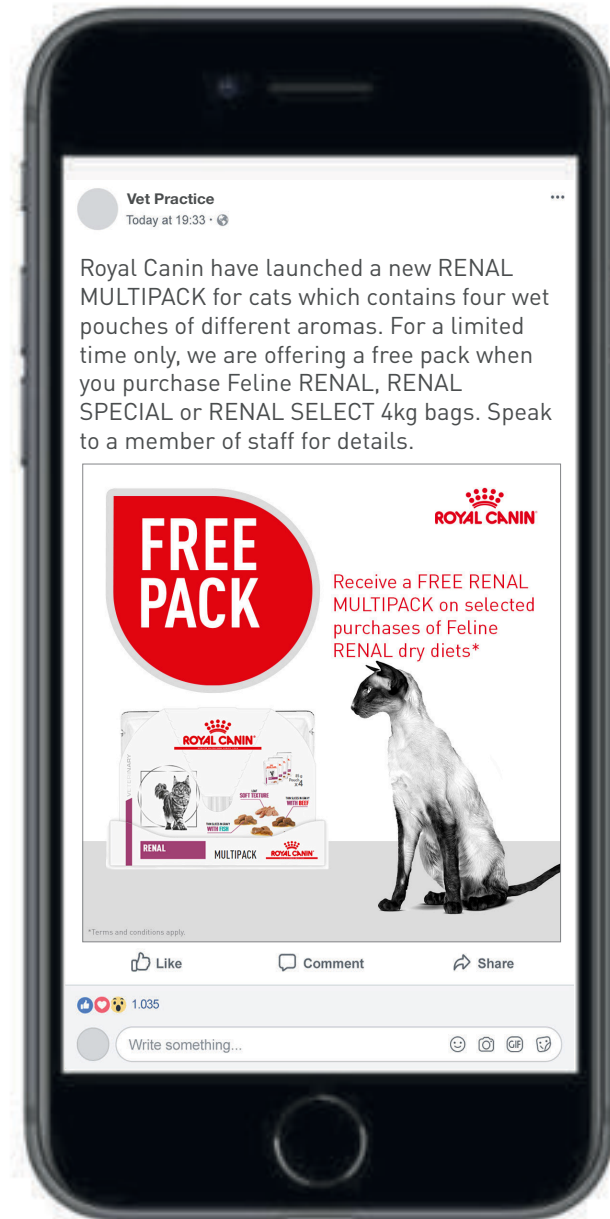


## Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used if you want to share the RENAL MULTIPACK promotion.

## Recommended post caption:

Royal Canin have launched a new RENAL MULTIPACK for cats which contains four wet pouches of different aromas. For a limited time only, we are offering a free pack when you purchase Feline RENAL, RENAL SPECIAL or RENAL SELECT 4kg bags. Speak to a member of staff for details.



[Download the image here](#)

# STATIC POSTS

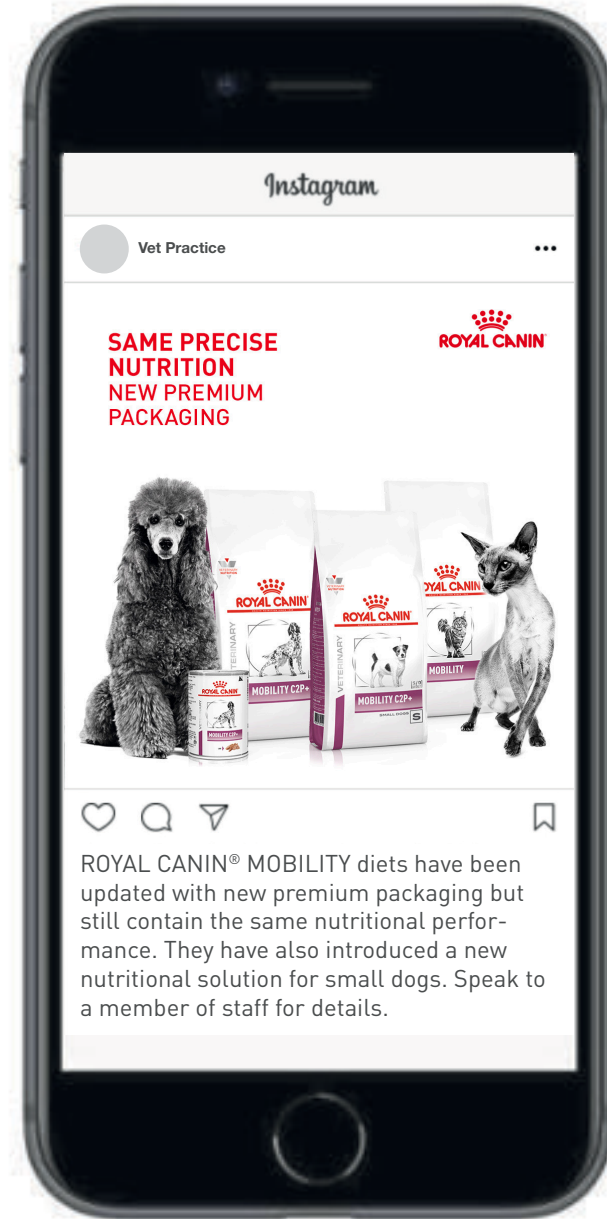


## Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used if you want to make buyers of ROYAL CANIN® MOBILITY diets aware of the new packaging and the new diet for small dogs.

## Recommended post caption:


ROYAL CANIN® MOBILITY diets have been updated with new premium packaging but still contain the same nutritional performance. They have also introduced a new nutritional solution for small dogs. Speak to a member of staff for details.



[Download the image here](#)



# AN UPDATE FROM ROYAL CANIN




**ROYAL CANIN**  
INCREDIBLE IN EVERY DETAIL

## AN UPDATE FROM ROYAL CANIN

### IS YOUR CAT EATING A SENIOR CONSULT STAGE 2 DIET?

If your cat is on a ROYAL CANIN® Senior Consult Stage 2 diet, we'd like to let you know about a new recommendation for your pet.

Senior Consult Stage 2 is being **discontinued**, but don't worry – you can still support your cat's health with a tailored ROYAL CANIN® diet.




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### SUPPORTING YOUR AGEING PET

Signs of ageing may be too subtle for us to see. Your senior cat might look healthy but there is often something happening beneath the surface.

To ensure your cat receives the most appropriate diet, we would recommend that you bring them in for a senior health check.

This will enable the vet to examine your pet and ensure they provide your cat with the best care and most appropriate nutritional solution to support them at this stage of life.



**To book your cat in for a senior health check, speak to a member of practice staff.**


## Where to use:

Use this asset on your website, insert the image into your newsletter or insert the image into an email communication to clients. Example on the right is showing the asset used within a newsletter.

## VETERINARY PRACTICE NEWSLETTER

### SEPTEMBER NEWSLETTER

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# AN UPDATE FROM ROYAL CANIN



## AN UPDATE FROM ROYAL CANIN

### GET A HEAD START ON RENAL PROBLEMS, ONE BITE AT A TIME

If you're feeding a ROYAL CANIN® RENAL diet, we wanted to share some updates with you.

Royal Canin offers a vast range of RENAL diets, each precisely designed to meet the individual needs of cats and dogs with kidney problems.



### NEW LOOK PACKAGING



Discover the brand new pack design across the ROYAL CANIN® RENAL diets.

Your pet's food now comes in new premium packaging with improved mixed feeding guidelines.



Pets with kidney problems are more likely to develop an aversion to food so offering mixed-texture feeding options with dry and wet diets can help with appetite stimulation.

### IMPROVED FORMULAS

Our RENAL wet diets add to the choice of mixed-texture offerings and there are a number to choose from for your cat or dog.

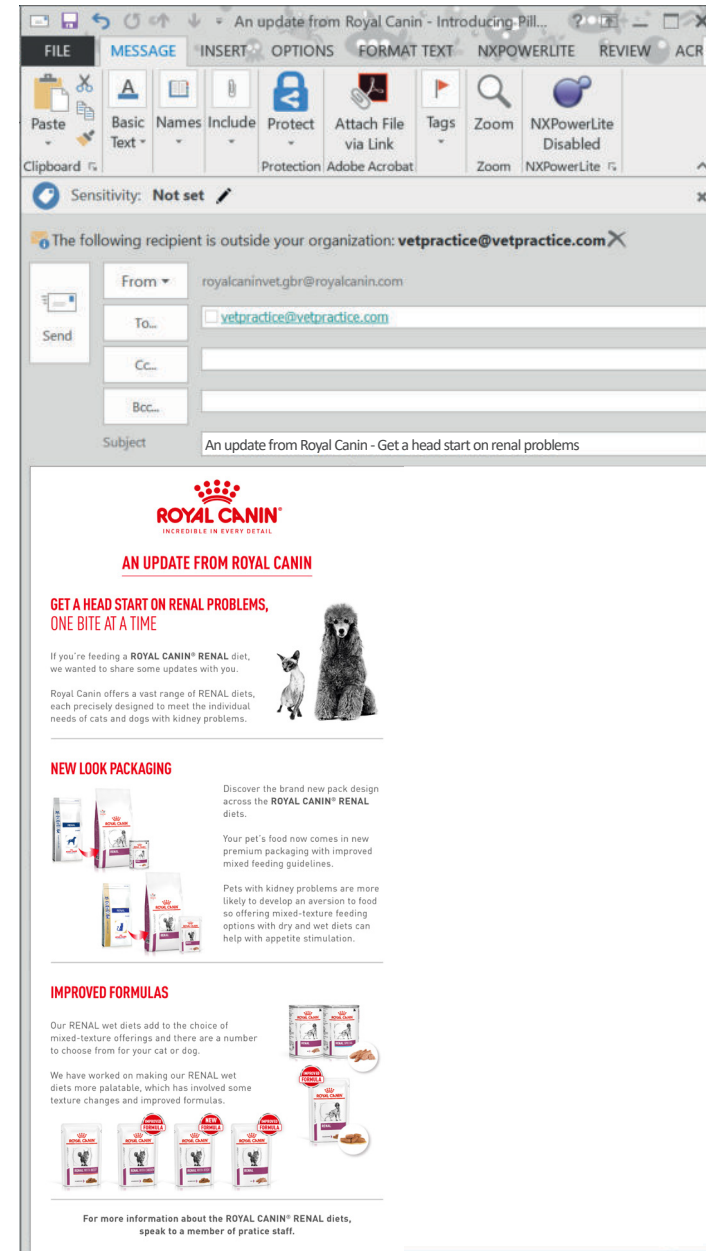
We have worked on making our RENAL wet diets more palatable, which has involved some texture changes and improved formulas.



For more information about the ROYAL CANIN® RENAL diets, speak to a member of practice staff.

## Where to use:

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[Download the image here](#)

# AN UPDATE FROM ROYAL CANIN



## AN UPDATE FROM ROYAL CANIN

### IS YOUR PET OVER 7 YEARS OLD?

As your pet gets older their health needs will change, meaning their nutrition needs to change too.



With the right nutrition, you can help to support the kidney, heart and healthy joint function of your ageing pet.

### MEET YOUR AGEING PET'S CHANGING NEEDS



If your cat or dog is over 7 years old, make sure to visit your vet for a senior health check. During this visit, your vet will examine your pet and assess their overall health including kidney, heart and healthy joint function.

They may also assess other areas linked to ageing such as dental health, endocrine disorders and overall vitality.

Understanding their needs as early as possible will help you to support your pet's long term health.



For more information about booking a senior health check, speak to a member of practice staff.

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### SEPTEMBER NEWSLETTER

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# THANK YOU

If you have any questions, please contact your local Royal Canin  
Veterinary Business Manager