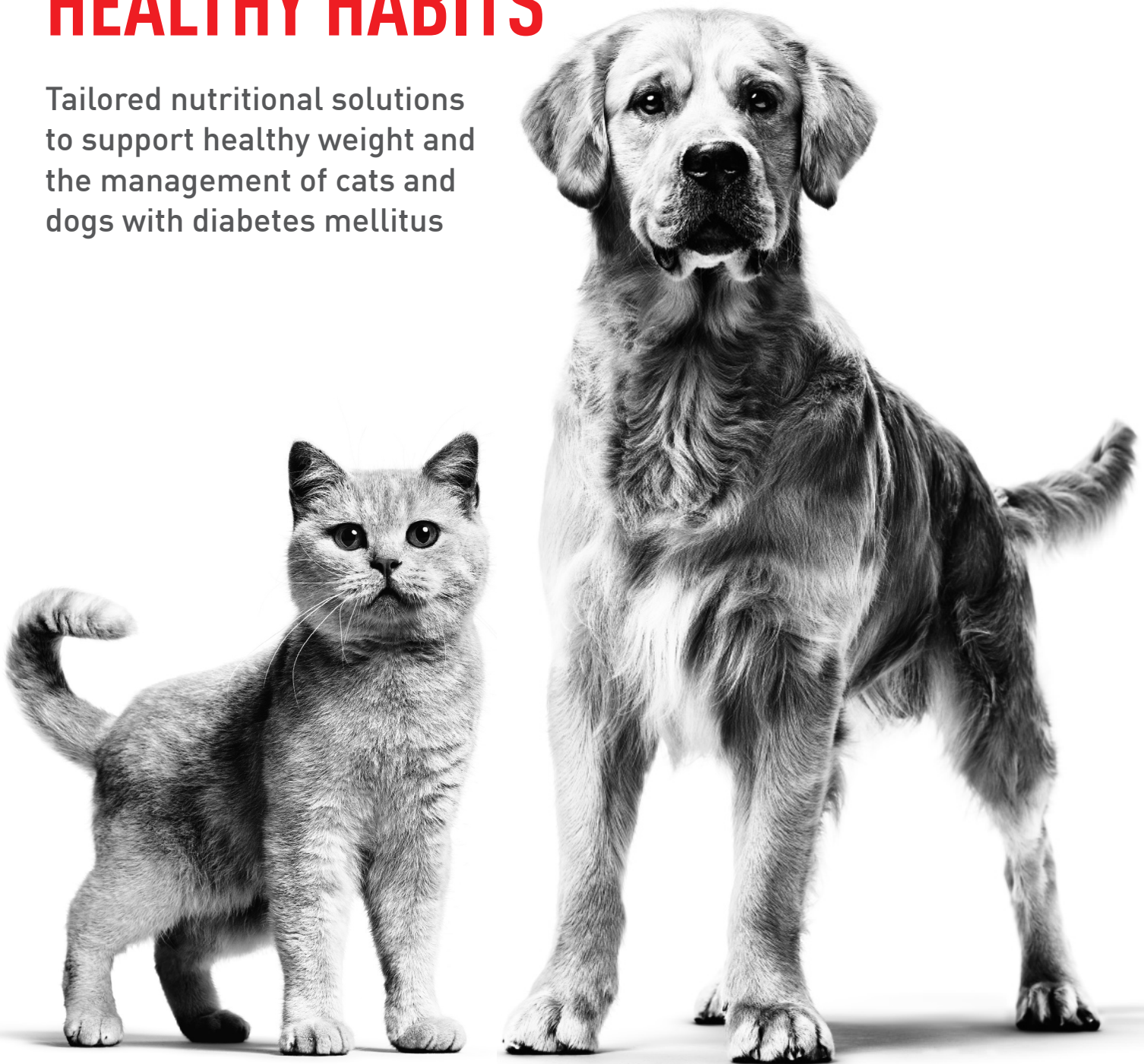


A HEALTHY WEIGHT STARTS WITH HEALTHY HABITS

Tailored nutritional solutions
to support healthy weight and
the management of cats and
dogs with diabetes mellitus

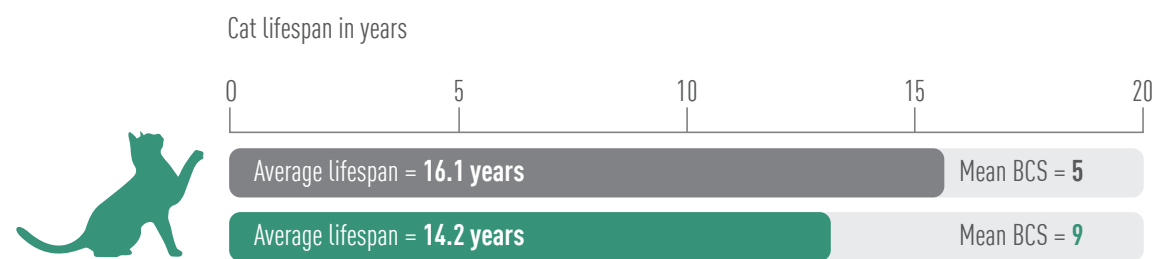


BEING OVERWEIGHT HAS HIDDEN COSTS THAT OWNERS MAY NOT BE AWARE OF

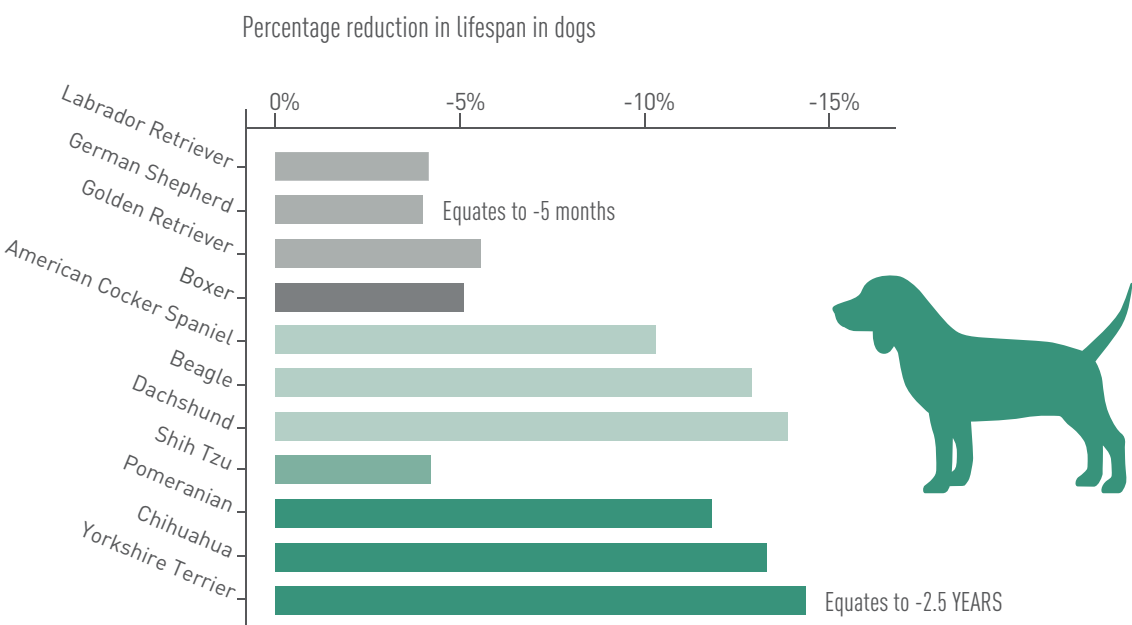
REDUCED LIFESPAN

STUDIES REVEAL THAT CATS AND DOGS WITH EXCESS WEIGHT MAY LIVE SHORTER LIVES^{1,2}

OBESE CATS MAY HAVE THEIR LIFESPAN SHORTENED BY **1.9 YEARS** COMPARED TO CATS WITH AN IDEAL BODY CONDITION SCORE (BCS)⁷



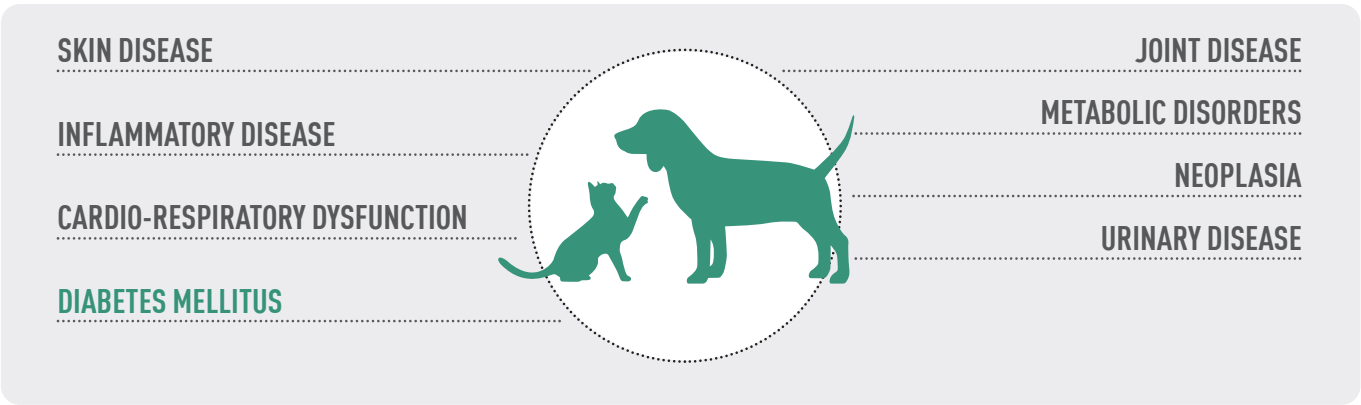
OVERWEIGHT DOGS MAY LIVE UP TO **2.5 YEARS** LESS THAN THOSE AT AN IDEAL WEIGHT¹



Retrospective study of 57,787 neutered dogs, age 5.5 to 9.5 years.

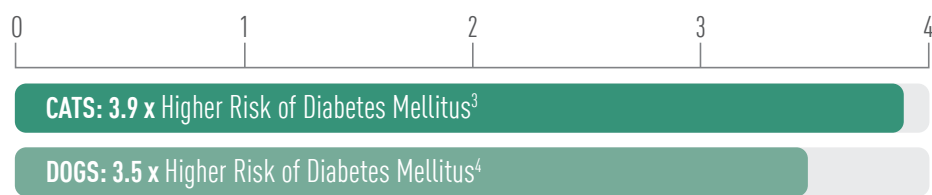
REDUCED LONG-TERM HEALTH

OBEISITY IS A GATEWAY TO ASSOCIATED DISEASES AND CONDITIONS SUCH AS:³⁻⁵



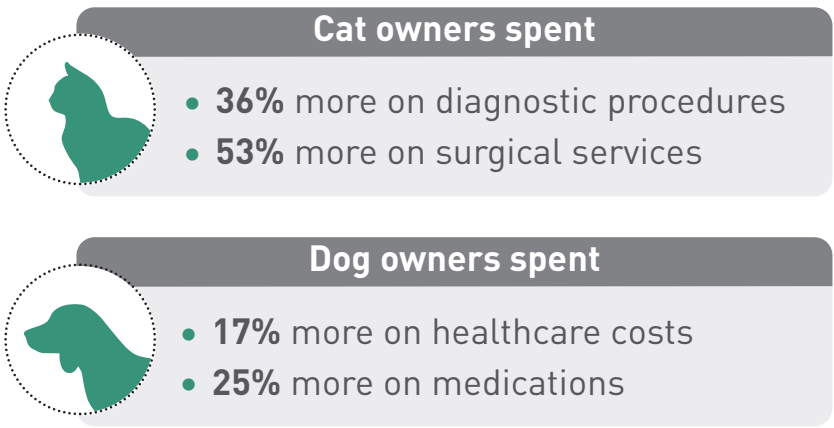
INCREASED RISK OF DIABETES MELLITUS

STUDIES REVEAL THAT BEING OVERWEIGHT IS A MAJOR RISK FACTOR FOR DIABETES MELLITUS IN CATS AND DOGS^{3,4}



A LIFETIME OF EXTRA EXPENSE

OWNERS OF OBESE PETS SPEND MORE ON AVERAGE THAN OWNERS OF HEALTHY WEIGHT PETS⁶



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.⁷⁻¹⁰

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.¹¹⁻¹³

Around **1 in 290**
dogs have diabetes

(Approx. 30,600 diabetic dogs in the UK)^{14,17}



Around **1 in 170**
cats have diabetes

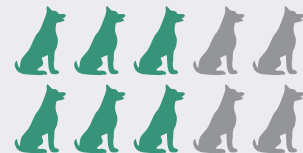
(Approx. 43,500 diabetic cats in the UK)^{17,18}

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.

At least **65%** of all dogs
are overweight or obese¹²



At least **39%** of all cats
are overweight or obese¹¹



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.^{15,16}

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^{7,19,20}
- **Contributing to insulin resistance**^{7,19}

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

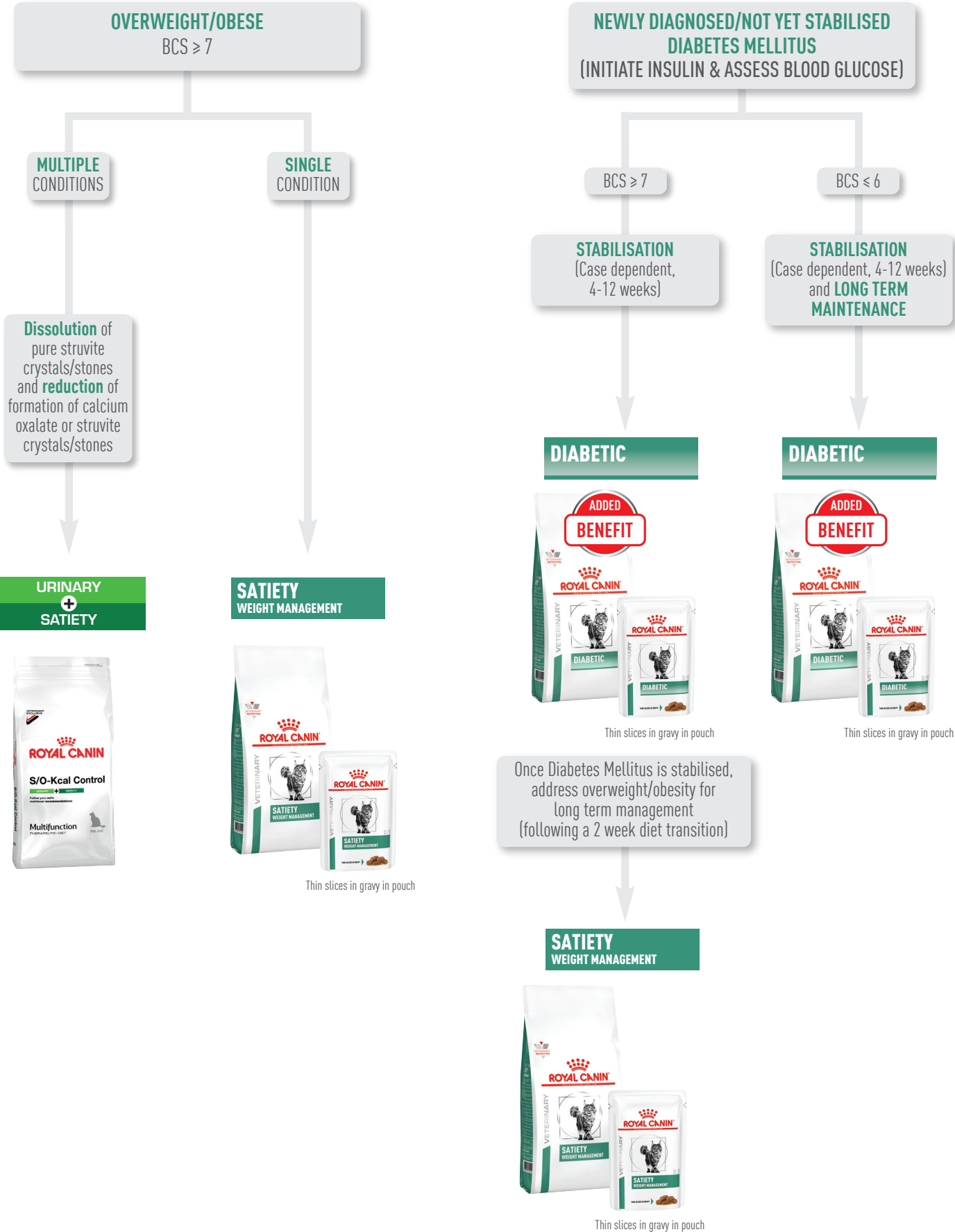


Understand your clients current habits by discussing feeding and treating behaviours

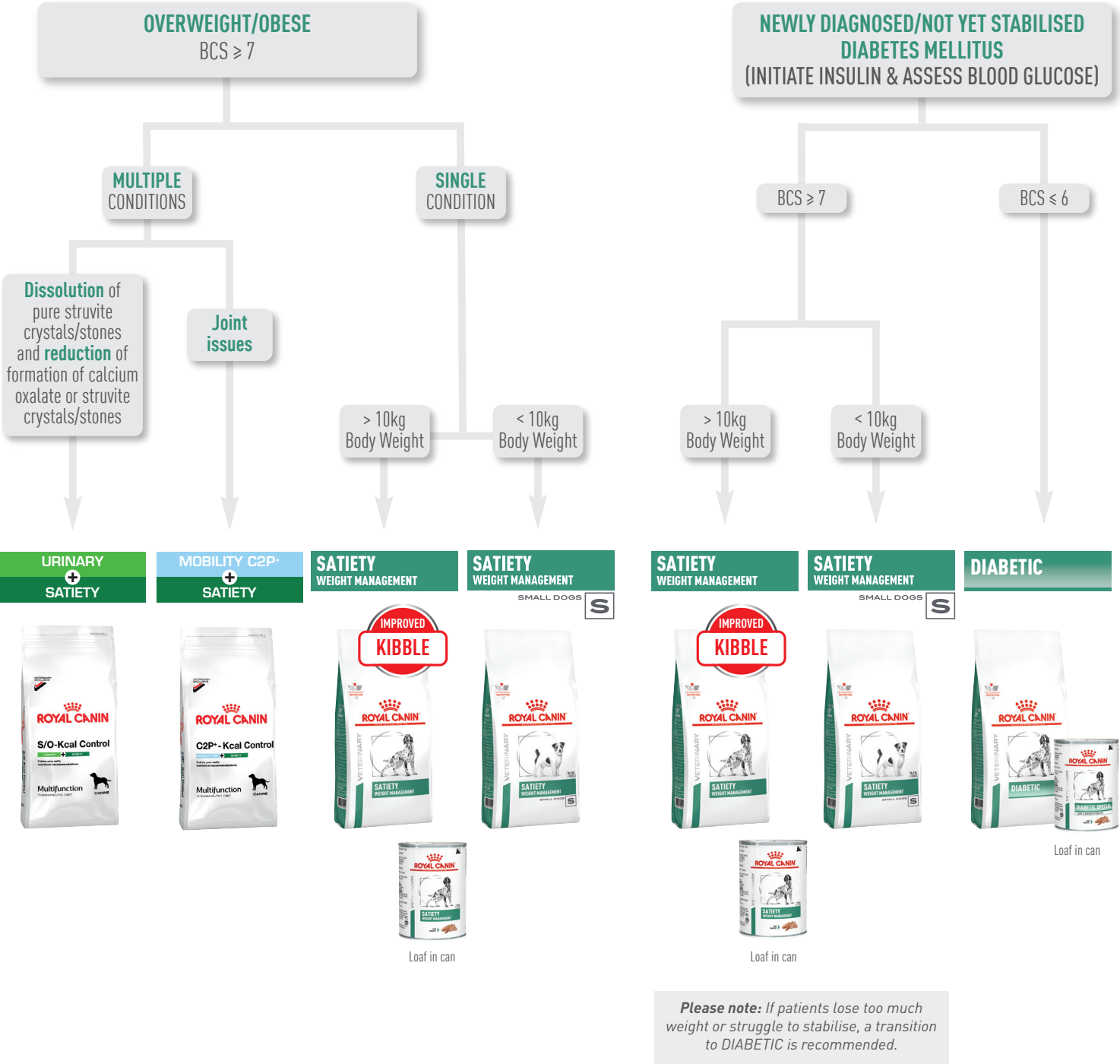


Support your clients in the process through tailored lifestyle and nutritional recommendations

FELINE NUTRITIONAL MANAGEMENT DECISION TREE



CANINE NUTRITIONAL MANAGEMENT DECISION TREE



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 kibble²¹:



SIGNIFICANTLY
INCREASED MEAL
DURATION BY **57%**



SIGNIFICANTLY DECREASED
BEGGING BEHAVIOUR AFTER
ONLY 15 DAYS



SLOWED DOWN EATING
AND ENCOURAGED
INCREASED CHEWING

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

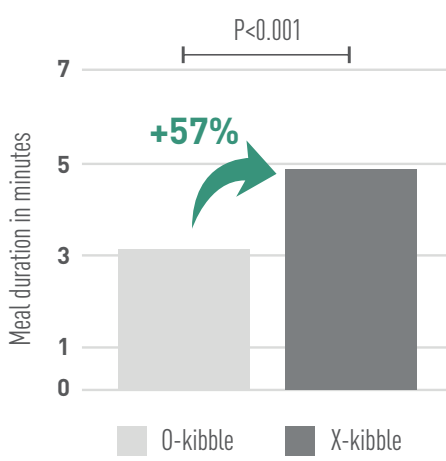


Fig. 1: Median meal duration was significantly longer for the X-kibble than for the O-kibble (n=24; X-kibble: 292 sec, 103 - 900 sec; O-kibble: 186 sec, 89-900 sec; p<0.001).

Significant decrease in begging behaviour

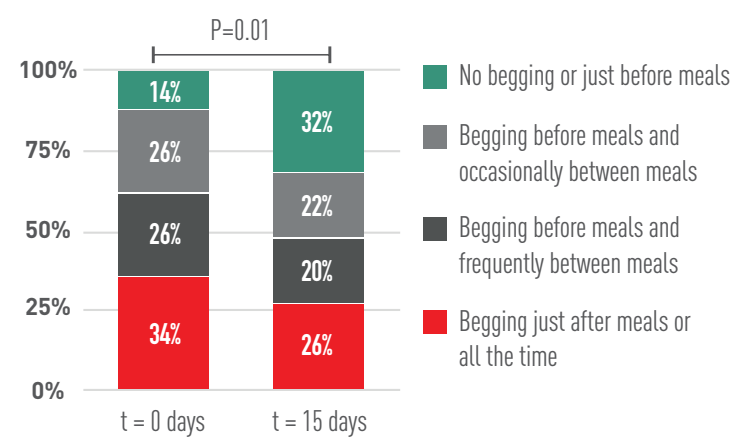


Fig. 2: Begging behaviour significantly improved for dogs in Europe (n=50; p=0.01) over the course of the study.

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

CLINICALLY PROVEN
DIET FOR WEIGHT LOSS AND
MAINTENANCE AFTER WEIGHT LOSS^{8,22,23}



97% of pets lost weight in 3 months^{22,23}



Helped control begging in **82%** of pets^{22,23}



The **NEW** SATIETY WEIGHT MANAGEMENT Dog X-kibble:

- Increases chewing and meal duration²¹
- Helps keep dogs satisfied between meals²¹

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

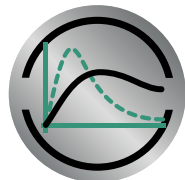


COMPLIANT MIXED FEEDING COMBINATION



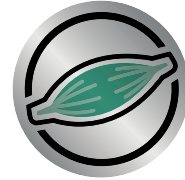
COMPLIANT MIXED FEEDING COMBINATION

UNCOVER THE CLINICAL BENEFITS OF ROYAL CANIN® DIABETIC DIET



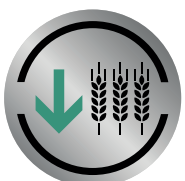
GLUCOMODULATION

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.

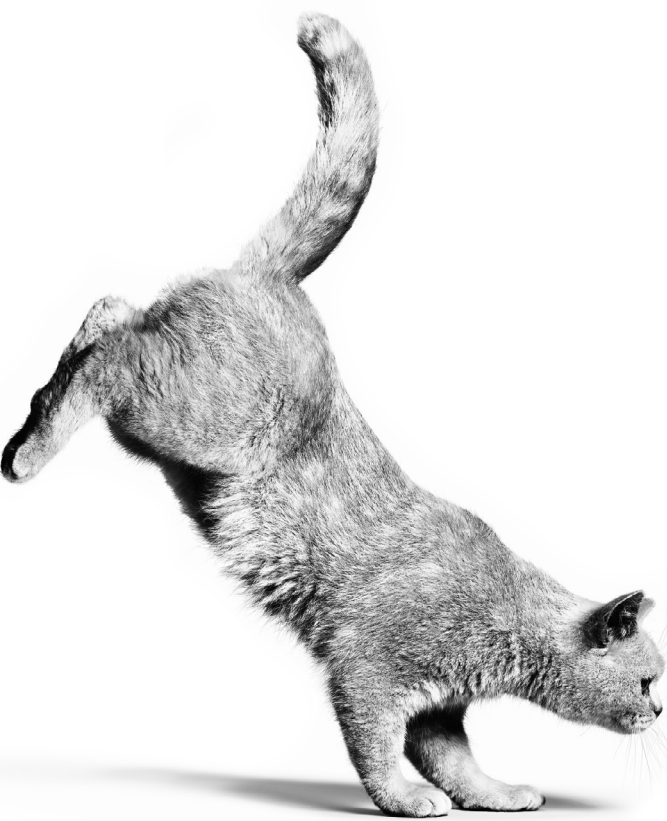
Research has shown that low carbohydrate and high protein diets, in combination with insulin, help manage Diabetes Mellitus.^{24,31}

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.^{28,32}

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

TOGETHER,

WE CAN RAISE AWARENESS ABOUT THE RISKS TO OVERWEIGHT PETS AND HELP YOU TO MANAGE THE WEIGHT AND HEALTH OF PETS FOR LIFE

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 attending **regular review appointments** to monitor their pet's progress

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