



PRACTICE SUPPORT
HANDBOOK



IN THIS **PRACTICE SUPPORT HANDBOOK**,
 YOU'LL DISCOVER HOW ROYAL CANIN CAN HELP
 SUPPORT YOUR PRACTICE TEAM, EXPERTISE
 AND BUSINESS TO ACHIEVE SUSTAINABLE RESULTS,
 OUTSTANDING CUSTOMER EXPERIENCE,
 AND LAST BUT NOT LEAST,
 A BETTER WORLD FOR CATS AND DOGS.



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ROYAL CANIN® BRAND



HEALTH IS OUR OBSESSION SINCE 1968

OUR ROOTS

In 1968, in the Camargue area of France, a vet named Jean Cathary tried something visionary. He knew that using medications to manage skin conditions in German shepherds would be effective at first. But their skin problems sometimes returned once treatment had been stopped.

Cathary wanted to find another way to help support these pets. He created a specific nutritional formula to optimise the dogs' health. He noticed visible improvements in his patients' skin and coat. With this visionary act, Royal Canin was born. Using the best and most precise nutrients possible, Royal Canin set out to support pet's health through nutrition.



OUR MISSION

MAKE A BETTER WORLD FOR PETS

WHAT DRIVES US?

We know the world of cats and dogs is vastly more diverse than people realise. So we pursue knowledge of every individual cat's and dog's needs with passion and obsession.

Which is why, once we identify a real need through science and observation, nothing will stop us from finding a nutritional solution for it. We partner with pet experts – vets, breeders and other professionals – to tailor precise nutritional formulations to meet the needs of individual breeds, at different life stages, in different lifestyles as well as supporting a range of medical disorders.

HEALTH THROUGH NUTRITION

IT'S HOW WE WANT TO NOURISH
EVERY CAT AND DOG SO PEOPLE
CAN ENJOY THEIR PET WITH
THE BEST HEALTH POSSIBLE

Only in this way and only with this level of precision and obsession can we support the individual needs of every cat and dog.

INCREDIBLE IN EVERY DETAIL™

PUTTING THE HEALTH AND WELLBEING OF CATS AND DOGS FIRST

Putting the needs of the animals first ensures that we have a clear focus to steer our research and underpin the nutritional mission of all our foods. By focusing single-mindedly on helping cats and dogs have longer, healthier lives, we give you the best reason possible to choose our nutritional solutions.

SCIENCE AND OBSERVATION

Cats and dogs are the starting point for nutritional solution development.

- With our partnership with The WALTHAM Petcare Science Institute.



UNIQUE KNOW-HOW

- More than 70 nutrients per formula.
- Stringent selection of raw materials that are checked before entering the production site.
- Food quality and safety, uncompromising standards (ISO 9001/22000/14001 certification).
- More than 115,000 analyses run per year in the laboratory (COFRAC certification).

A TEAM OF EXPERTS

Royal Canin has a vast team of experts including 500 veterinarians and qualified nutritionists.

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OUR VALUES

RESPECT CATS AND DOGS FOR THE ANIMALS THEY TRULY ARE

This belief has driven everything Royal Canin has ever done and will continue to drive everything we do in the future. It reflects our respect for understanding and appreciating cats and dogs as animals, with their own unique functional needs differing from humans needs.

COMMIT TO CONTINUALLY EXPAND OUR KNOWLEDGE

The more we understand, the better placed we are to provide nutritional solutions that make a real, positive difference. We never stop learning and never take anything for granted. That's why we maintain an ongoing dialogue with scientific and professional experts as well as cat and dog owners.



Examples of specific cats' needs:

- Cats like to eat lots of small meals (10-16 per day).
- There are no digestive enzymes in cats' saliva (no pre-digestion).
- Very few taste buds; cats have an even weaker sense of taste than dogs.
- Cats are predatory carnivores: all their teeth have a cutting edge.



Examples of specific dogs' needs:

- Powerful jaws which are limited to shearing food rather than chewing.
- Few taste buds; dogs have a poor sense of taste.
- There are no digestive enzymes in dogs' saliva (no pre-digestion).
- Dogs' stomachs can become bloated (their anatomy is adapted to infrequent meals): feed 1 to 3 times a day.

THE BENEFITS OF A STRONG PARTNERSHIP WITH ROYAL CANIN

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ACCESS TO SERVICES AND KNOWLEDGE

- Stay at the forefront of understanding the needs of cats and dogs and increase your own knowledge, because we work in partnership with networks of veterinarians around the world, to continue increasing our shared insights.



SUPPORTING THE HEALTH OF CATS AND DOGS

- Support cats and dogs effectively with Science-based Health Nutrition that offers solutions for each individual animal based on its physiological needs.
- Make a visible transformation to the health and wellbeing of the cats and dogs entrusted to your professional care and help them to live in optimal health.
- Build trust with your clients by giving them the confidence of care with benefits they can see for themselves.

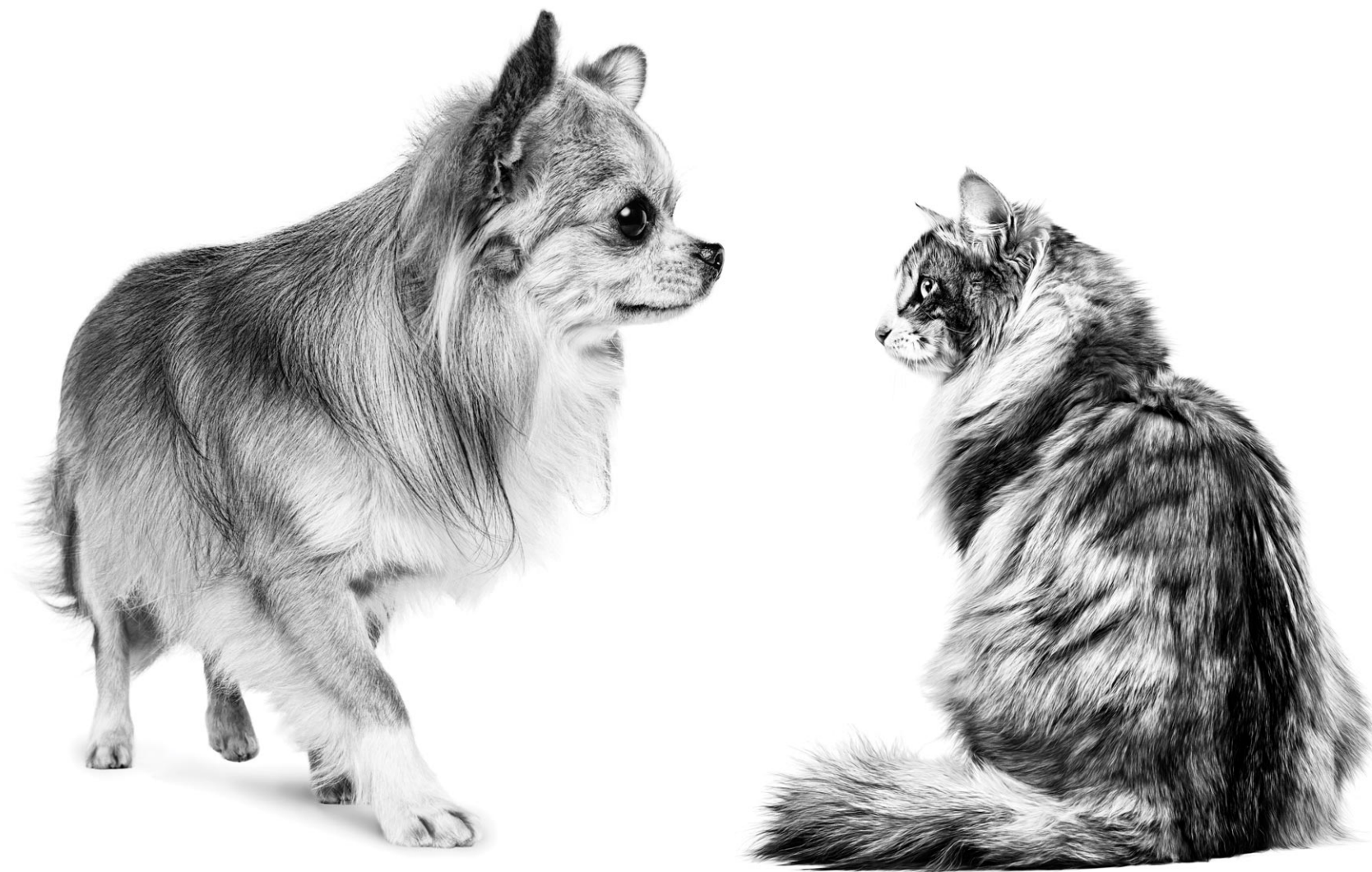


CHOICE OF QUALITY PRODUCTS FOR CATS AND DOGS

- Access a range of high-quality products developed with your profession, your clients and the health and wellbeing of their cats and dogs in mind.
- Recommend effective solutions to your clients every time with confidence that comes from a combination of cutting edge scientific research and visible signs of health.



ROYAL CANIN TEAM



VETERINARY BUSINESS MANAGERS

We have a team of dedicated Veterinary Business Managers (VBM) across the UK and Ireland available to support you and your clinic.

As you navigate through this document, you will see where your VBM can offer more support in specific areas.

Below is a map indicating our coverage across the UK and Ireland.

NORTH

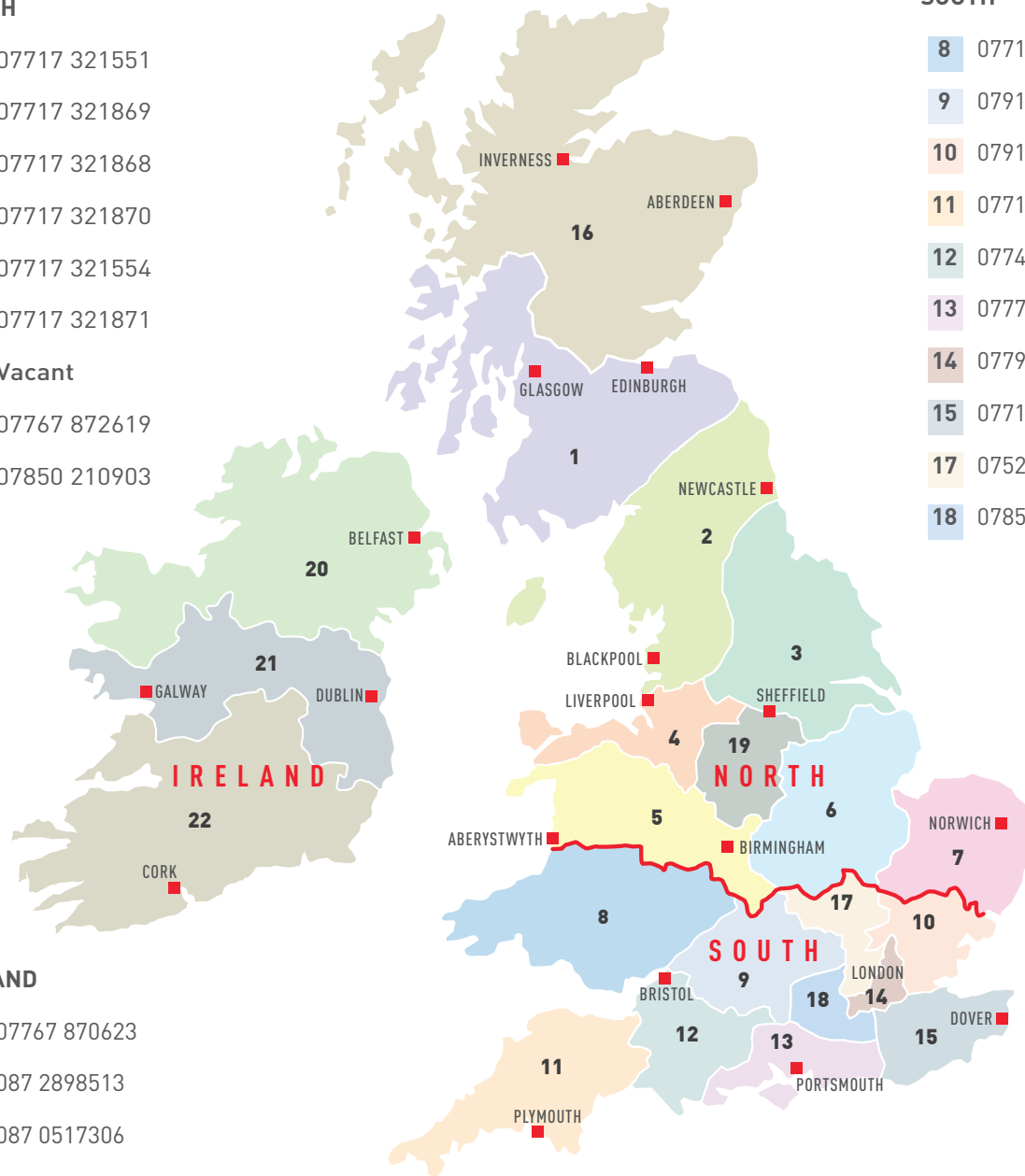
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- 4 07717 321870
- 5 07717 321554
- 6 07717 321871
- 7 Vacant
- 16 07767 872619
- 19 07850 210903

SOUTH

- 8 07717 321555
- 9 07919 412601
- 10 07919 412602
- 11 07717 321552
- 12 07747 670585
- 13 07779 280967
- 14 07799 133271
- 15 07714 678950
- 17 07525 299211
- 18 07850 210907

IRELAND

- 20 07767 870623
- 21 087 2898513
- 22 087 0517306



For more information on the VBM for your area, please [CLICK HERE](#)



NUTRITIONAL HELPLINE

Our Nutritional Helpline are always happy to talk about any product questions or queries you have.

We have a dedicated FREE phone number especially for veterinary practices.



The dedicated veterinary practice number is **+44 (0)800 717 800**

IT'S ALWAYS NICE TO PUT A FACE TO A NAME FOR SOMEONE ON THE END OF THE PHONE SO WE'D LIKE TO INTRODUCE YOU TO **OUR TEAM**



Lucy Hudson,
Customer Helpline
Nutritional Advisor



Lian Denyer,
Customer Helpline
Nutritional Advisor



Lauren Perry,
Customer Helpline
Nutritional Advisor



Caroline Ayliffe,
Consumer Care
Manager



Franki Capon,
Customer Helpline
Nutritional Advisor



If you have a customer with a question, they can also contact a designated helpline on the following number **+44 (0)845 300 6015**



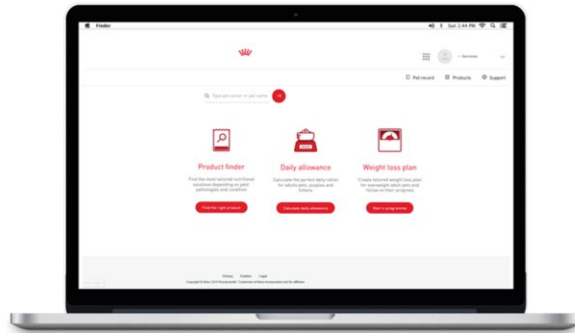


SERVICES & KNOWLEDGE



WE ENRICH OUR SCIENCE-BASED NUTRITIONAL APPROACH WITH A RANGE OF COMPREHENSIVE SCIENCE-BASED SERVICES TO

- **reinforce** the VET'S EXPERTISE
- **improve** PET OWNERS' COMMITMENT AND COMPLIANCE



GAINING SOME PERSPECTIVE

A survey conducted by Royal Canin revealed how pet owners and veterinarians perceive nutrition

EXPECTATIONS

Pet owners believe nutrition can help their pet have a healthier life



Pet owners

want to be sure they're feeding the best, most suitable nutrition

Pet owners find online information confusing with conflicting advice

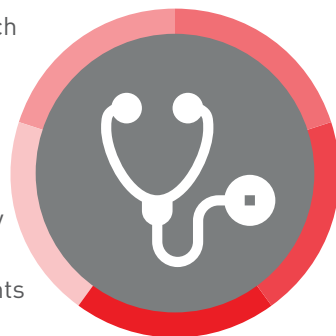
Pet owners often don't feel advice is offered and are reluctant to ask

More than 70% of visits are NOT followed by a nutritional recommendation*

Pet owners are expecting a specific nutritional recommendation from their vet.

CHALLENGES

Vets don't have as much time as vet nurses or receptionists to talk to owners



Vets have limited time to offer nutritional advice

Vets have limited consultation time to talk about nutrition with owners

Vets find current sales tools and CPD programmes inadequate

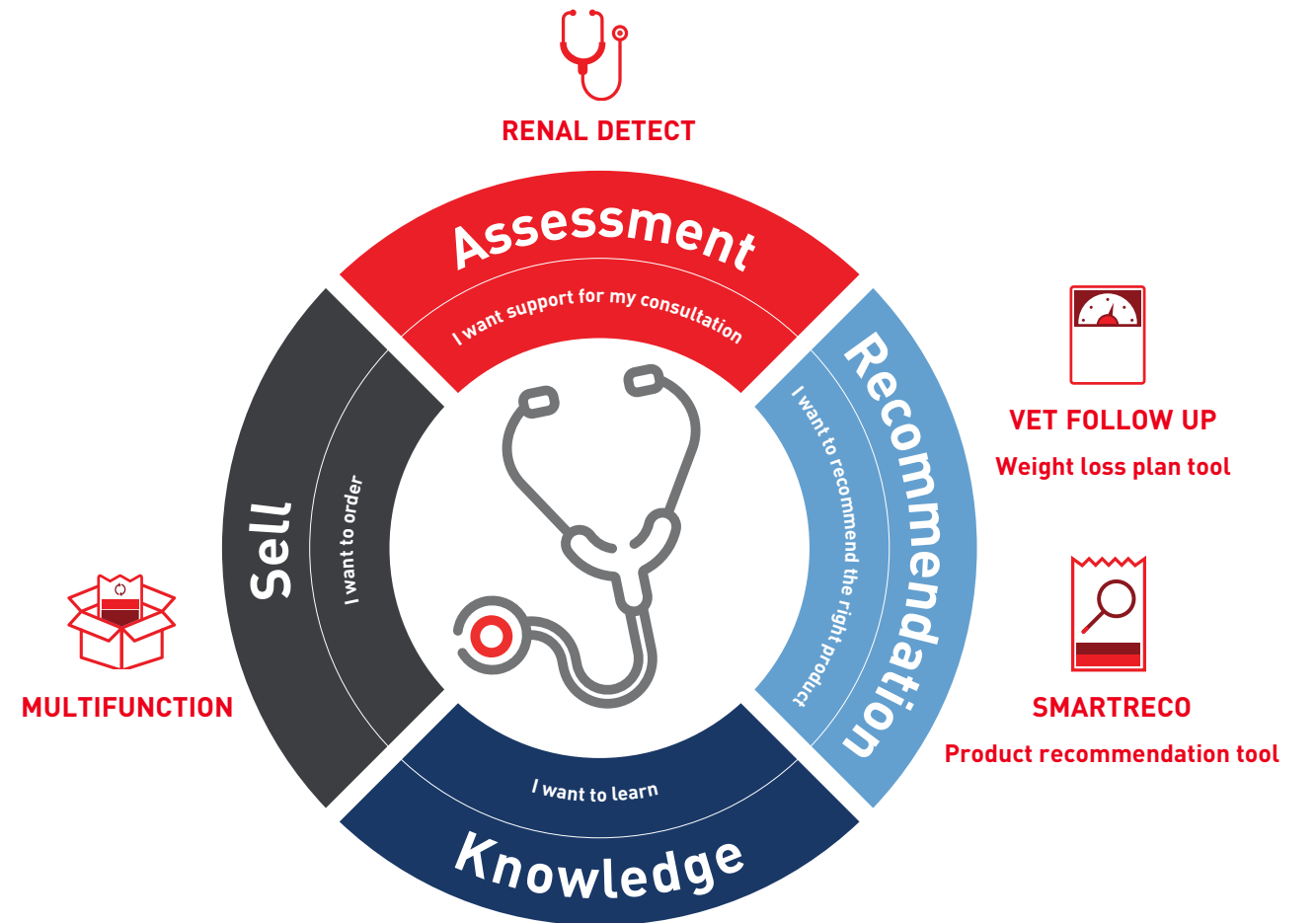
Vets are overloaded and have limited time to offer nutritional advice.

Make each and every vet a nutritional expert who will confidently improve the lives of their patients through science-based health nutrition.

* Mars Veterinary Health group USA and 30 % CMI Insides Biostat France 2018

VET SERVICES

Introducing Vet Services - the new generation digital platform designed to unlock your nutritional recommendations for the benefit of your patients.



VET PORTAL

NATOM

VET FOCUS

VET ACADEMY

To find out more, please **CLICK HERE**

VET PRACTICE PORTAL

The Vet Practice Portal is the website where you can access all the information and tools relevant to support your knowledge and expertise. It's available to all practice staff and can be accessed via the links below. Enter your log in and password details as required. If you cannot remember your password, there is a prompt to send a reminder on the login page.

If you would like to sign up for the Vet Practice Portal, please **CLICK HERE**

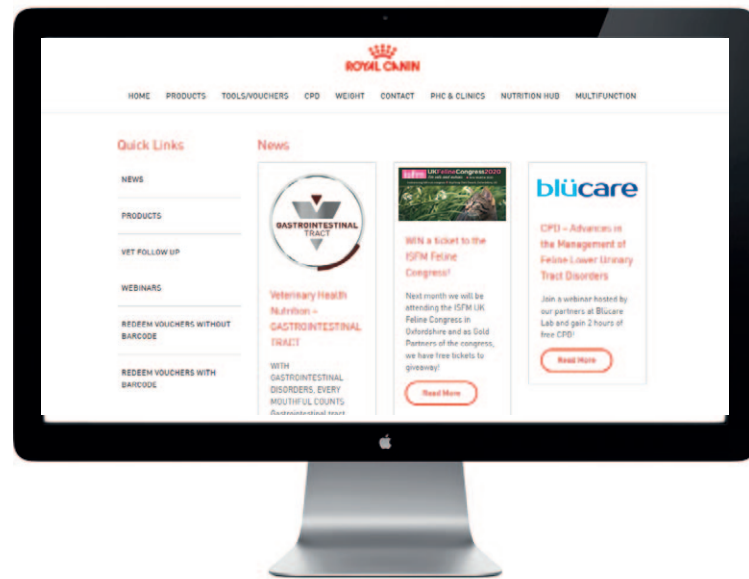


If you already have an account, please **CLICK HERE**



We have compiled an extensive library of resources and tools within the Vet Practice Portal to help you serve your clients. Once you log in, you will have access to:

- Recent and relevant news
- Instant redemption vouchers
- Vet Follow up (Weight Management Assist)
- CPD (incl. webinars, eLearnings, VetFocus magazine)
- Multifunction Weborder
- Product Finder



TRAINING & CPD

Access to training and scientific knowledge is something that Royal Canin believe should be available to all clinic staff. Most of our training can be counted towards your CPD requirement.

We offer a range of options in a variety of learning styles to increase staff knowledge on our diets and in turn, support your nutritional recommendation to the pet owner.

The types of training available include:

- In house
- eLearning
- Weight Management Online
- Webinars
- Veterinary Focus magazine

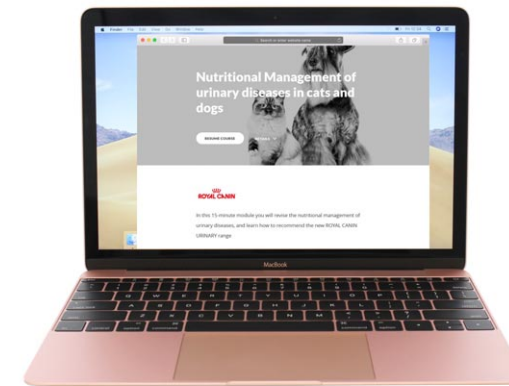
IN HOUSE

Your VBM can offer a range of in-house product training covering our extensive range of nutritional solutions. The training can be tailored to suit the time you have available and delivered to all members of your team.

The product topics covered within these in-house training sessions can include:

- Veterinary Health Nutrition
 - Urinary
 - Dermatology
 - Weight Management
 - Gastrointestinal Tract
 - Vital Support
- Lifestage
- Multifunction
- Nutritional Truths

In addition to Royal Canin product training, your VBM can also provide training on other supportive topics such as nurse clinics and merchandising, including how to make your practice more cat friendly. Please discuss your training requirements **with your VBM**



eLEARNING

To help you fully understand our product range, we have created a series of online training courses to help you improve your knowledge. Suitable for everyone in the practice, these nutritional courses have been designed by our in-house experts here at Royal Canin.

Examples of the available online training topics include:

- VHN Urinary
- VHN Gastrointestinal Tract
- VHN Diabetic
- VHN Dermatology
- Veterinary Care Nutrition
- Wet Nutrition: Behind the Scenes
- Hematuria Detection In Clinic
- Multifunction

If you would like to access and sign up for eLearning online training courses, please **CLICK HERE**



If you already have an account, please **CLICK HERE**



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WEIGHT MANAGEMENT ONLINE

Obesity is 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.**

To help support your practice understand and tackle this common disease, Royal Canin have developed a series of courses. Weight Management Online is suitable for everyone in the practice, and has been designed to improve the management of cat and dog obesity. This complimentary course contains a mixture of content and provides eight hours of CPD for those that complete it.

This interactive, online course is made up of the following six modules:

- Obesity is a Disease
- Recognising Obesity
- Feeding for Weight Loss
- Communicating about Obesity
- The 30 Minute Consult
- A Team Approach to Obesity

* German et al. (2009), German et al. (2010). BSAVA, Kopelman, P.G. (2000)

** Courcier et al. (2010), German et al. (2018), German et al. (2007)

If you would like to access and sign up for Weight Management Online, please **CLICK HERE**



If you already have an account, please **CLICK HERE**



WEBINARS

Royal Canin offers specialist webinars in a variety of topics across many aspects of canine and feline nutrition. We partner with industry-leading experts to deliver the most up-to-date and relevant information for your practice team, whether they are vets, veterinary nurses or assistants, or reception staff.

Why not catch up on one of our previous webinars covering a range of topics.

WEIGHT MANAGEMENT

Sarah Caney	Challenges And Solutions In Diagnosis And Management Of Feline Diabetes Mellitus
Steph Worsley	How To Be Proactive Rather Than Reactive For Effective, Preventative Obesity Management
Samantha Taylor	Weight Management: A Distinctly Feline View
Georgina Woods	'Tis the Season to be Eating
Georgina Woods	The 3 Key Perspectives Of Weight Management

DERMATOLOGY

Sarah Warren	Pruritis – Why Blaming The Food Isn't A Solution But Changing It Might Be!
Dr Stephen Shaw	Preparing you for the summer itches
Marge Chandler	'Reacting To 'Reactions' At Patient Level.... And Owner Level

URINARY

Hanne Friis Lund	Getting The Most Out Of Urinalysis In Practice
Dr Stephen Shaw	Flutd And Dysuria And A Frustration For Many And Not Just The Cat!

GASTROINTESTINAL & HEPATIC

Cecile Dor	Hepatic Encephalopathy: Acute Management & Long-Term Nutritional Approach
Dan Thompson	Pancreatitis: First Steps & Dietary Essentials

OTHERS

Cecilia Villaverde	Fads And Trends In Today's Pet Food Industry – And How To Find The Science
Steph Worsley	Best Practice for In House Feeding
Rachel Dean	MOD 1 What: Introduction To Ebvm
	MOD 2 How: How Do I Translate This Into Practice?
	MOD 3 Why: A (Nutritional) Case Study In Practice

FELINE MEDICINE

Nathalie Dowgray	Extending Healthy Life In Your Feline Patients
Cecile Dor	Understanding Feline Hepatic Lipidosis: The Why, What And How

CANINE MEDICINE

Gary England	Managing Fading Puppies; Practical advice at a critical time
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To register for our Webinars, please **CLICK HERE**

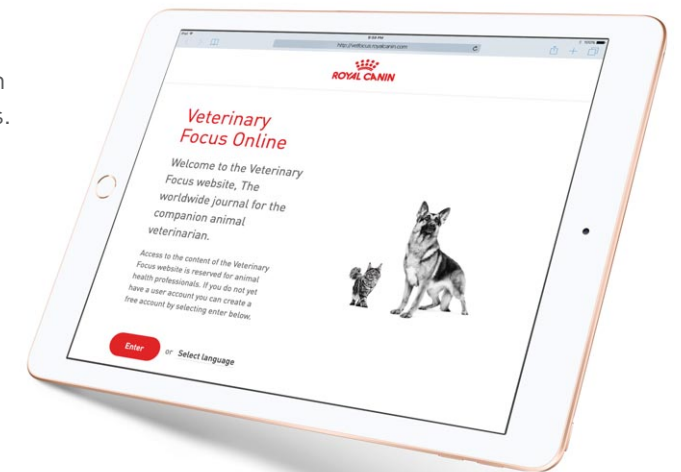
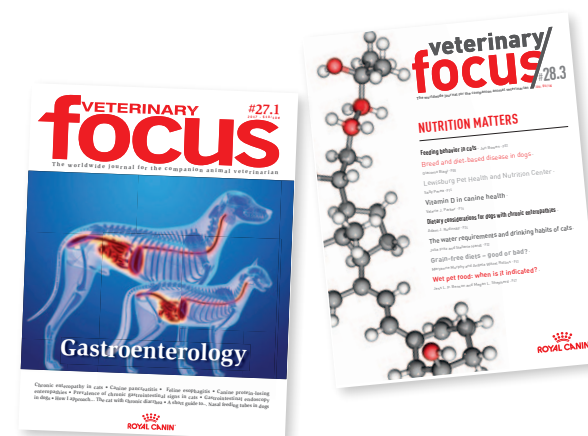


To view our range of Webinars, please **CLICK HERE**



VETERINARY FOCUS MAGAZINE

Founded in 1990, Veterinary Focus is a 3 times a year medical and scientific journal published by Royal Canin containing scientific and practice management articles.



To sign up for access to the Veterinary Focus Magazine, please **CLICK HERE**



MERCHANDISING

Merchandising is the art of putting the right product in the right place at the right time. The look and feel of your clinic influences the pet owner experience and improved merchandising can benefit sales.

In terms of where shoppers first find Royal Canin, 60% of them find it within the veterinary clinic making it the largest touchpoint for your clients*. We can support you with your merchandising in clinic and offer practical tools and solutions to improve the pet owner experience.

The type of merchandise available for your clinic includes product stands, stand headers, navigational strips and price labels.

We also offer suggested product layouts on stand, as shown with the visuals below.



Planogram examples shown are for a 1m stand. Other planogram examples for different stand sizes are available.

If you have questions about merchandising in your clinic, [please contact your VBM](#)

* Royal Canin Internal Study, 2019

CAT FRIENDLY CLINICS

Bringing a cat to the vet can be a stressful and unfamiliar experience for cats and owners alike. Cats require a different approach to dogs and providing your clients with an area dedicated to cats can help improve the whole experience.

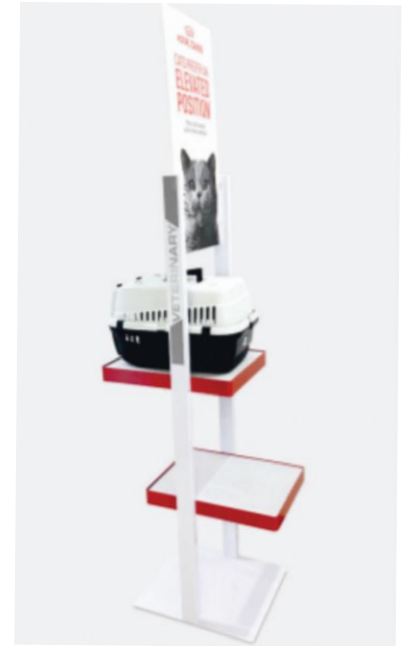
Royal Canin is an official partner of the ISFM Cat Friendly Clinic programme which is a programme designed to help address these issues by creating more cat friendly veterinary clinics, helping to reduce stress for cats and making veterinary visits easier for cat owners as well.



We can help you to create a cat friendly space in your waiting room which not only creates an outstanding experience for cat owners but can also help build trust and loyalty with your practice as well as helping to support growth for your business.

Royal Canin offers a Cat Friendly Clinic merchandising package including:

- Cat carrier tree
- Carrier cover blankets
- 1 metre stand header insert
- Waiting room barrier



IN CAT FRIENDLY CLINICS...



30%
Higher frequency of visits with their feline patients**



40%
More owners of feline patients buy pet nutrition at the clinic**



45%
Higher yearly spending than at a non-cat friendly clinic (and the gap is increasing with time)**



** Pere Mercader, Veterinary Management Studies, Veterinary Focus 2019

ROYAL CANIN REWARDS

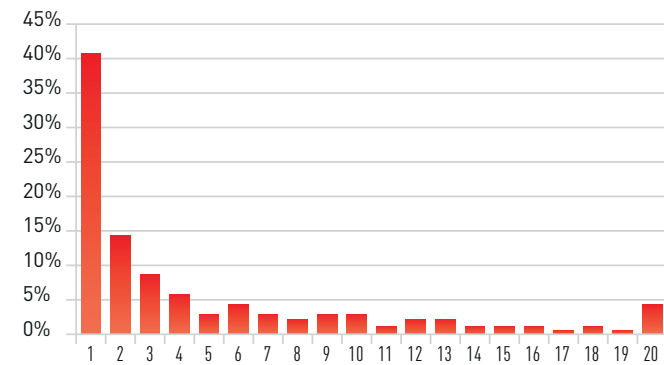
The most reliable way to grow your business is to focus on recruiting new customers while ensuring they purchase more than once.

Royal Canin Rewards offers pet owners a discount off their first purchase of a ROYAL CANIN® Veterinary diet.

By offering a generous discount off their first purchase, it will now be an easy decision for pet owners to follow your recommendation. Offering a discount instead of a free bag ensures the pet owner is making a stronger commitment to your clinic whilst also helping them understand the cost of the product itself.

Every client that makes this commitment will be rewarded with a further discount off their second purchase to maximise the number of clients who will revisit your clinic. They will also receive periodic money-off vouchers to ensure each client feels they are valued over the long term.

Frequency of purchase in UK vet clinics



Source: UK PIVIS Data, Bristol, UK.

This graph shows that over 40% of consumers did not return to the veterinary practice after their first purchase.

Performance results using Royal Canin Rewards



69%
Redemption rate on the second voucher*



65%
Redemption rate on the third voucher*

HOW DOES ROYAL CANIN REWARDS WORK?

You will be reimbursed for each discount you give and this process has been streamlined via our Vet Practice Portal. This means you no longer have to collect, or post, vouchers, cards or receipts in order to redeem them.



After your assessment, support your nutritional recommendation with a **money off voucher**



Redeem this voucher via the Vet Practice Portal, entering your clients' information and the unique code



Your client will receive an email within 24 hours to confirm data consent and will be asked to complete a form to claim their next **money off voucher**



3 months after the redemption of the 2nd voucher, your client will receive an email with their next **money off voucher** to redeem at your clinic

* Royal Canin Internal Data

To redeem these vouchers, please **CLICK HERE**



ROYAL CANIN STAFF FEEDING PROGRAMME

Like us, you know the important role nutrition plays in supporting our pets' health and wellbeing. Pet owners look to you for nutritional advice and offering them support based on your own experience can allow you to recommend products with confidence. This is why Royal Canin offer a nutrition programme for veterinary professionals and their pets.

The Royal Canin Staff Feeding Programme is offered to any veterinary practice that stocks our diets. Any member of staff at the practice can have a **buy two get one free** deal on any size bag within our veterinary range of diets.

If you'd like to know more about the Royal Canin Staff Feeding Programme, **please contact your VBM**

PALATABILITY GUARANTEE

Royal Canin prides itself on the quality and palatability of our diets and offers a full money back guarantee on all our diets. We are so confident that pets love their ROYAL CANIN® diet that we offer a 100% money back guarantee on the palatability of our food. Terms and conditions apply.



For more information on the Palatability Guarantee, please **CLICK HERE**



DIAGNOSTIC TOOLS & MONITORING

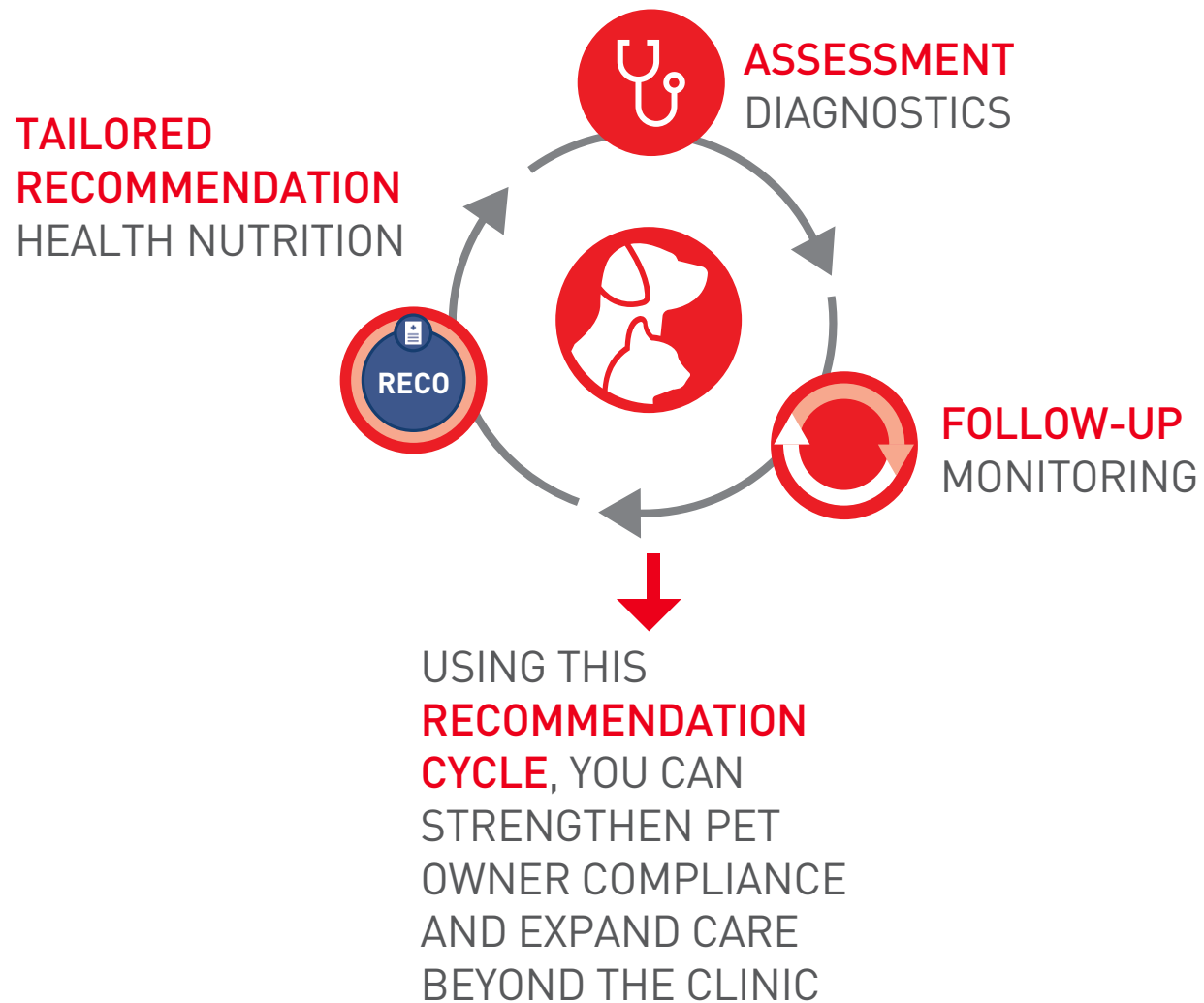


OUR MISSION IS TO TRANSFORM EACH CAT AND DOG'S HEALTH AND WELLBEING

To support your tailored recommendation, our comprehensive range of science based nutritional solutions and innovative tools and services help you predict, diagnose and monitor diseases to support the health and wellbeing of cats and dogs.

PREDICT, DIAGNOSE AND FOLLOW-UP

With the tools and services available from Royal Canin, you can create early opportunities to provide a nutritional recommendation.



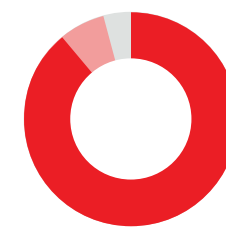
URINE STONE ANALYSIS SERVICE

ASSESSMENT

Lower Urinary Tract Disease can include a variety of conditions including urolithiasis.

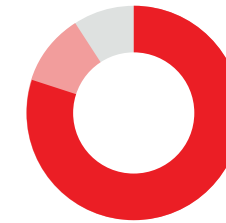
The frequency of urolithiasis in cats is 15-21%* and in dogs is 18%**.

Knowledge of the mineral composition of calculi helps support appropriate management of urolithiasis, and signalment can help predict composition with about 70% accuracy***.



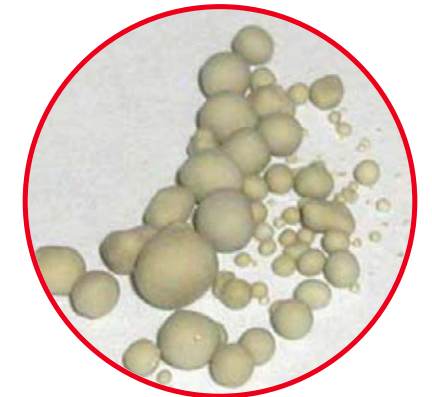
BETWEEN 89% AND 96%

of all feline uroliths submitted to urolith centers are composed of magnesium ammonium phosphate (struvite) or calcium oxalate****. Currently, struvite and oxalate uroliths occur in similar percentages in the feline urinary bladder****.



BETWEEN 80% AND 91%

of all uroliths submitted from dogs are struvite or calcium oxalate*****.



The Royal Canin Urine Stone Analysis Service is a free service to support your diagnosis. Qualifying clinics can submit their urolithiasis for analysis and detailed results are sent directly back to your clinic email. Within the results is a recommended nutritional solution to help support the management of your patient.

For more information on how to access this free service, [please contact your VBM](#)

* Susan Little, The Cat: Clinical Medicine and Management. Elsevier 2012. ISBN: 978-1-4377-0660-4 page 981.

** SJ, Feldman EC, (eds). Textbook of Veterinary Internal Medicine Diseases of the Dog and Cat. 5th edition. Philadelphia: WB Saunders Co, 2000: 1747-1781.

*** Samal et al. (2011) Nutritional strategies to prevent Urolithiasis in Animals. Veterinary World, 2011, Vol.4(3):142-144.

**** Cannon AB, Westropp JL, Ruby AL, Kass PH. Evaluation of trends in urolith composition in cats: 5,230 cases (1985-2004). JAVMA 2007;231(4): 570-576. Lutich JP, Osborne CA. Epidemiological shifts in feline urolith type. Paper presented at: Hill's Symposium on Lower Urinary Tract Disease; 2007; Sunny Isles Beach, FL.

***** Ling GV, Thurmond MC, Choi YK, et al. (2008). Changes in proportion of canine urinary calculi Composed of Calcium Oxalate or Struvite in Specimens Analyzed from 1981 through 2001. Journal of Veterinary internal Medicine, 17(6): 817-823.



RENAL DETECT™

ASSESSMENT

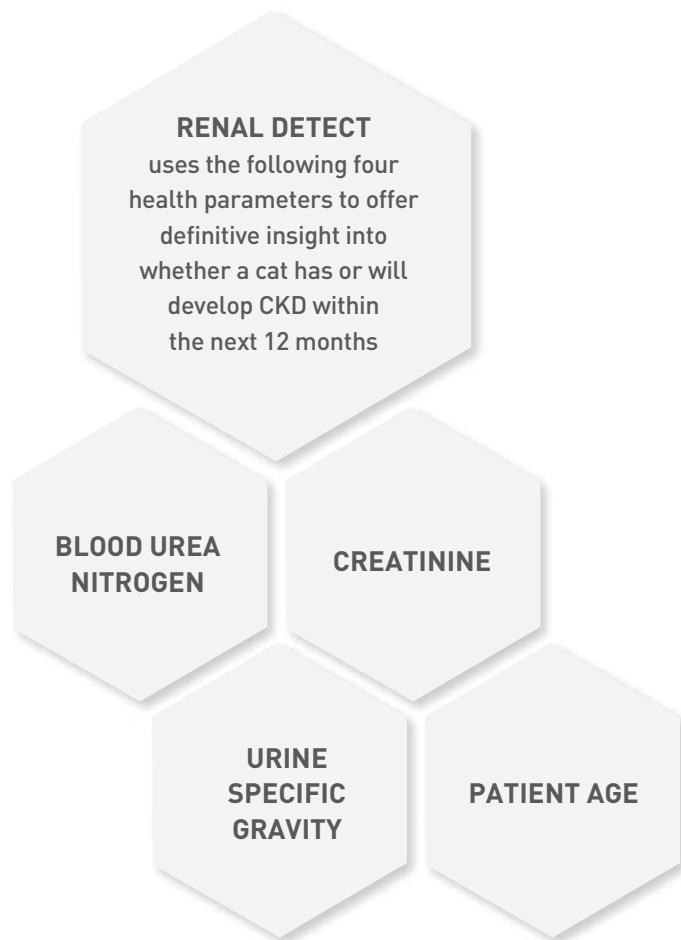
Chronic Kidney Disease (CKD) is the number one cause of death, after trauma, in cats over 5 years of age*. Up to 40% of cats over the age of 10 years old are affected by CKD**.

The current detection methods find the disease only once significant kidney damage has occurred (IRIS STAGE 2). This is why Royal Canin has developed an innovative tool to support the health and wellbeing of cats.

RENAL DETECT™ is a new online tool from Royal Canin that allows the prediction of CKD in cats up to 12 months before a clinical diagnosis could be made.

WHAT IS RENAL DETECT?

- New diagnostic tool: AI-driven model that predicts CKD up to one year before diagnosis.
- Developed by leveraging anonymised medical data from more than 150,000 cats and 750,000 Banfield Pet Hospital patient visits over 20 years.
- 88% accuracy.
- A free to access tool housed within the Vet Services Platform.



“The ability to predict disease is a game changer for veterinarians,” said Antech’s chief technology officer, David Aucoin, DVM, DACVCP. “Now, veterinarians can act early, before disease strikes, allowing them to create a highly personalised care plan enabling pet owners to take the necessary steps to minimise the effects of chronic kidney disease. We believe this will dramatically improve a veterinarian’s ability to keep pets with their people for as long as possible, which is truly why we all come to work every day.”

For more information on how Royal Canin can support your practice with Renal Detect [please contact your VBM](#)

* O’Neill DG & al. Longevity and mortality of cats attending primary care veterinary practices in England. J Feline Med Surg 2015; 17: 125–133.

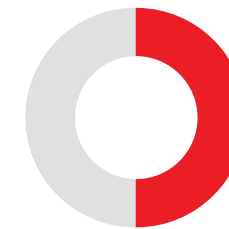
** Sparkes AH & al. ISFM Consensus Guidelines on the Diagnosis and Management of Feline Chronic Kidney Disease. J Feline Med Surg. 2016 Mar; 18(3): 219-39.

HEMATURIA DETECTION

FOLLOW-UP

FELINE LOWER URINARY TRACT DISEASE

Feline Lower Urinary Tract Disease (FLUTD) is extremely painful and can impact the quality of life for both the pet and the pet owner. It encompasses a variety of conditions that affect the bladder and urethra and remains challenging to manage.



UP TO **50%** of cats that experience one episode of Lower Urinary Tract Disease may have recurrent signs within one year***

ROYAL CANIN OFFERS A BREAKTHROUGH TOOL FOR DETECTING HAEMATURIA, A SIGN OF FLUTD

ROYAL CANIN® HEMATURIA DETECTION Technology by Blücare® enables early detection of microhaematuria, making the management of cats with urinary disease easier.



White granules with a reagent incorporated that turns from white to blue when it comes into contact with urine with microscopic quantities of blood. HEMATURIA DETECTION enables the pet owner to detect an episode of FLUTD early and in their own home.

Early detection of this key indicator can enable earlier intervention and reduce complications.

To see a video of the product in action, please [CLICK HERE](#)



*** Chew D – Canine and Feline Nephrology and Urology; p 336; Elsevier 2011.



HEALTH THROUGH NUTRITION



SUPPORTING YOUR CARE AND EXPERTISE WITH EXCELLENCE IN NUTRITIONAL RECOMMENDATION

Together we can make a better world for pets by ensuring that every cat and dog receives a nutritional recommendation tailored to their needs.

NUTRITION IS THE FOUNDATION OF HEALTH

As recognised by leading organisations like British Small Animal Veterinary Association (BSAVA) and World Small Animal Veterinary Association (WSAVA), optimum nutrition can:

✓ **INFLUENCE KITTEN AND PUPPY GROWTH**

✓ **HELP TO ENHANCE THE QUALITY OF PETS' LIVES**

✓ **SUPPORT PETS' WITH DIET-ASSOCIATED DISEASES**

✓ **ASSIST IN THE MANAGEMENT OF PETS' HEALTH**

MAKE NUTRITION A KEY PART OF YOUR CLINIC



ASSESS THE 5TH VITAL SIGN

By incorporating nutritional assessments into each consultation, as recommended by the WSAVA Nutritional Assessment Guidelines, you can help to support pets' health.



MEET YOUR PET OWNERS' EXPECTATIONS

They look to you for expert advice on all aspects of their pet's care.

- More than **50%** of pet owners **want advice** on nutrition for their pet *
- Pet owners believe nutrition can help their pet have a healthier life
- Vets are the most **trustworthy & knowledgeable** source regarding nutrition**
- **However, pet owners often don't feel advice is offered and are reluctant to ask**



RECOMMEND SCIENCE-BASED HEALTH NUTRITION

Your expertise and recommendation of diets, supported by scientific evidence and clinical trials, will help to provide optimum nutritional management for your patients which in turn will lead to stronger relationships with your clients and successful growth for your business.

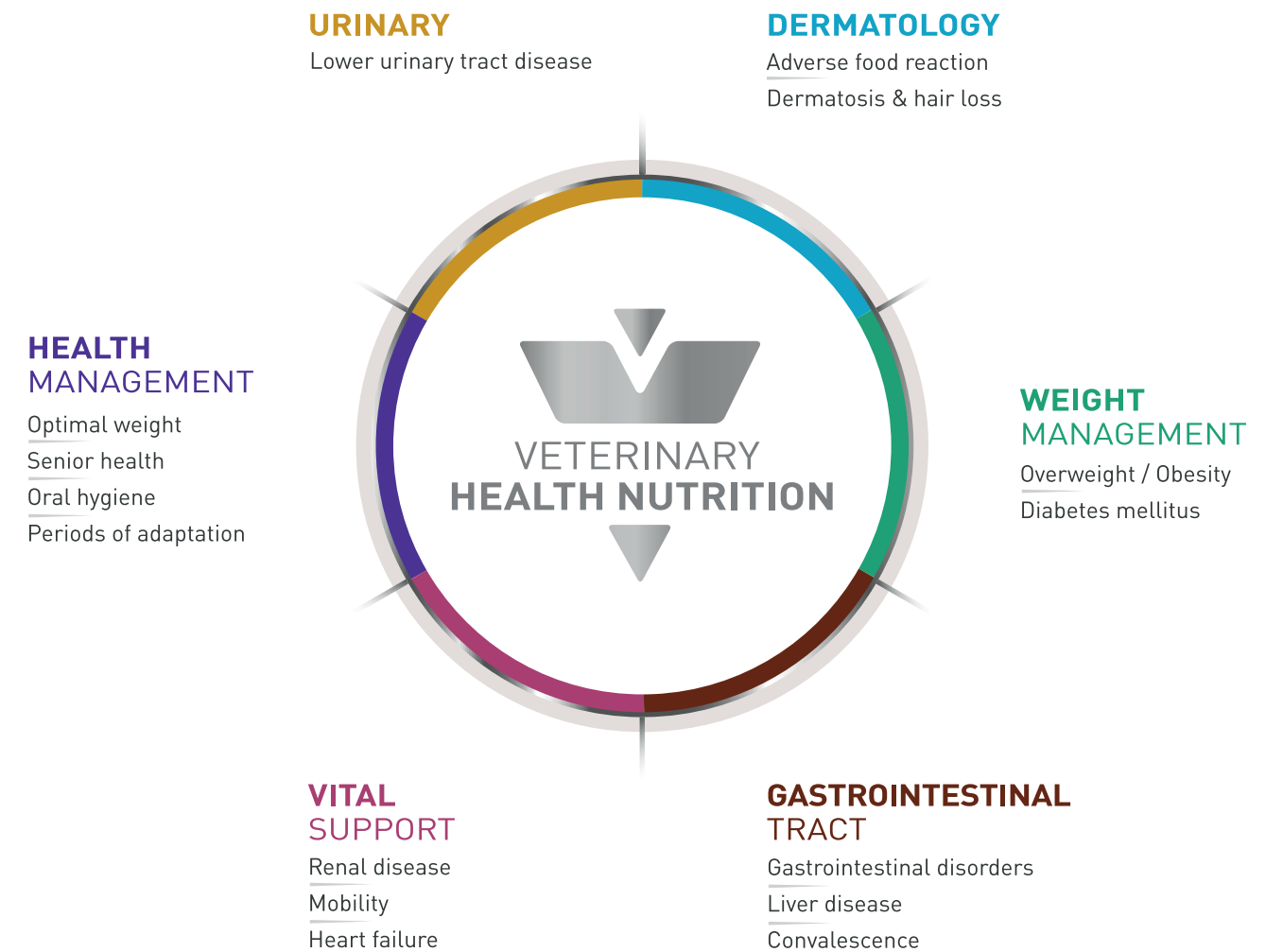


VETERINARY HEALTH NUTRITION

NEW SIMPLIFIED RANGE, SAME PRECISE NUTRITION

Our Veterinary Care Nutrition, Veterinary Diet and Multifunction ranges will be consolidated into one simplified range that is organised around six core pet health needs.

These six territories assist in the nutritional management of pets with the following issues:



* Royal Canin data December 2018

** Cat owners relationship with the vet, Sky Consulting - Cat Owners in France, Japan, UK, US, Brazil, Germany and Russia - January 2018

WITH **URINARY CONDITIONS**, DILUTION IS OFTEN THE SOLUTION

Tailored nutritional solutions to support feline and canine urinary health



FELINE DIETS

- Urinary S/O
- Urinary S/O Moderate Calorie
- Multifunction - Urinary + Hypoallergenic*
- Multifunction - Urinary + Satiety*
- Multifunction - Urinary + Calm*



CANINE DIETS

- Urinary S/O
- Urinary S/O Small Dogs
- Urinary U/C
- Urinary S/O Moderate Calorie
- Urinary S/O Ageing 7+
- Multifunction - Urinary + Hypoallergenic*
- Multifunction - Urinary + Satiety*



PRODUCT **HIGHLIGHT**

URINARY S/O

Formulated to dissolve struvite stones and help reduce their recurrence through its urine acidifying properties and its low level of magnesium.



- STRUVITE DISSOLUTION**
Helps dissolve all types of struvite stones.
- URINE DILUTION**
Urine dilution makes the urine less liable to form struvite and calcium oxalate stones.
- LOW RSS**
Helps lower the concentration of ions contributing to crystal formation.
- LOW MAGNESIUM**
Reduced level of magnesium, a natural component of struvite crystals.
- IDIOPATHIC CYSTITIS**
High moisture content increases urine dilution.

PRODUCT **HIGHLIGHT**

URINARY S/O AGEING 7+

Cutting edge innovation to effectively manage and support ageing dogs with LUTD.

- URINARY TRACT HEALTH**
Effective struvite stone dissolution and specifically formulated for up to 80% of all urinary stones.
- AGEING SUPPORT**
Support dogs' vitality and cognition with a synergistic blend of nutrients and antioxidants. Also supports kidney health.



* Refer to Multifunction page for a detailed explanation of these diets on **page 25**

To find out more about our Urinary range, please **CLICK HERE**

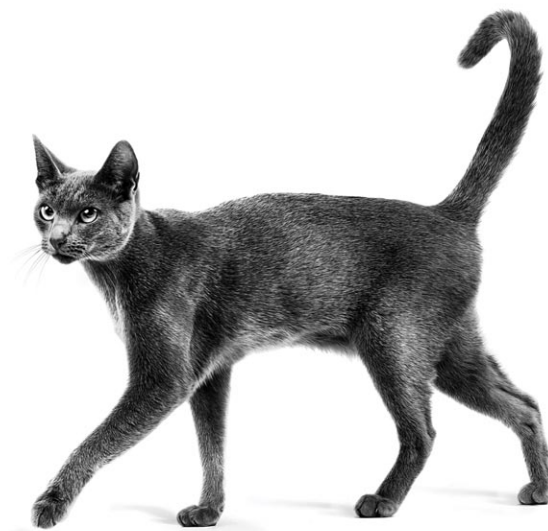
TAKE A COMPLETE NUTRITIONAL APPROACH TO DERMATOSIS

Tailored nutritional solutions to support cats and dogs with skin issues



FELINE DIETS

- Anallergenic
- Hypoallergenic
- Sensitivity Control
- Skin & Coat
- Multifunction - Renal + Hypoallergenic*
- Multifunction - Urinary + Hypoallergenic*



CANINE DIETS

- Anallergenic
- Hypoallergenic
- Hypoallergenic Small Dog
- Hypoallergenic Moderate Calorie
- Sensitivity Control
- Skin Care
- Skin Care Small Dog
- Skin Care Puppy
- Multifunction - Renal + Hypoallergenic*
- Multifunction - Urinary + Hypoallergenic*



PRODUCT HIGHLIGHT

ANALLERGENIC

Total confidence due to the lowest allergenic potential.



OLIGOPEPTIDES

Formulated with feather protein hydrolysate, containing very low molecular weight oligopeptides and free amino acids.



ALLERGEN RESTRICTION

Formulated with a purified starch source and specially formulated palatability enhancer. Manufacturing process designed to minimise contamination.



SKIN BARRIER

A specially formulated complex of nutrients to support the skin's natural protective barrier role and for optimal skin health.



ANTIOXIDANT COMPLEX

A synergistic complex of antioxidants to help neutralise free radicals.



ROYAL CANIN® ANALLERGENIC: TOTAL CONFIDENCE DUE TO THE LOWEST ALLERGENIC POTENTIAL

- Extensively-hydrolysed feather-based protein (88% of protein as pure amino-acids and 99% finished product protein <6kDa).
- Formulated with purified starch instead of whole cereals.
- Produced in controlled facilities with systematic and thorough cleaning of the production lines.
- Proven absence of cross-contamination, thanks to state of the art DNA and proteomic analysis.
- New published science confirms the absence of cross-contamination in these diets and the extensive levels of protein hydrolysis**.
- Non-allergenic power of ANALLERGENIC protein and carbohydrate sources. No IgE mediated immune recognition of ANALLERGENIC extensively-hydrolysed feather protein and ANALLERGENIC corn starch from dogs previously sensitised to chicken***, cats previously sensitised to poultry**** and both previously sensitised to corn*****.

* Refer to Multifunction page for a detailed explanation of these diets on [page 25](#)

** Vet dermatol 2016 Bizikova P, Olivry T.

*** Vet dermatol 2016 Bizikova P, Olivry T.

**** Sera from cats with naturally occurring chicken-specific igEs.

***** Sera from dogs & cats with naturally occurring corn-specific igEs.

To find out more about our Dermatology range, please [CLICK HERE](#)



A HEALTHY WEIGHT STARTS WITH HEALTHY HABITS

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



FELINE DIETS

- Satiety Weight Management
- Diabetic
- Multifunction - Urinary + Satiety*



CANINE DIETS

- Satiety Weight Management
- Satiety Weight Management Small Dog
- Diabetic
- Multifunction - Mobility + Satiety*
- Multifunction - Urinary + Satiety*



PRODUCT HIGHLIGHT

SATIETY WEIGHT MANAGEMENT

Our best recommendation for the management of overweight pets.



EFFECTIVE WEIGHT MANAGEMENT

Adapted macronutrient profile provides safe weight loss and helps avoid weight regain. 97% of pets lost weight in 3 months**.



BEGGING CONTROL

High natural fibre level keeps cats and dogs satisfied between meals. Helped control begging in 82% of pets during weight loss**.



MUSCLE MASS MAINTENANCE

High protein content helps support healthy weight loss while maintaining muscle mass.



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%**
- Substantially decreased begging behaviour after **only 15 days**
- **Slowed down** eating and encouraged increased chewing



* Refer to Multifunction page for a detailed explanation of these diets on [page 25](#)

** Flanagan J et al. Success of a weight loss plan for overweight dogs: the results of an international weight loss study. PLoS One 2017;12(9):e0184199.
Flanagan J et al. An international multi-centre cohort study of weight loss in overweight cats: Differences in outcome in different geographical locations. PLoS One. 2018 Jul 25;13(7):e0200414.

*** Sagols, E., Hours, MA., Daniel, I., Feugier, A., German, A.J. (2019). Comparison of effects of different kibble shape on voluntary food intake and palatability of weight loss diets in pet dogs. Research in Veterinary Science 124: 375-382.

To find out more about our Weight Management range, please **CLICK HERE**

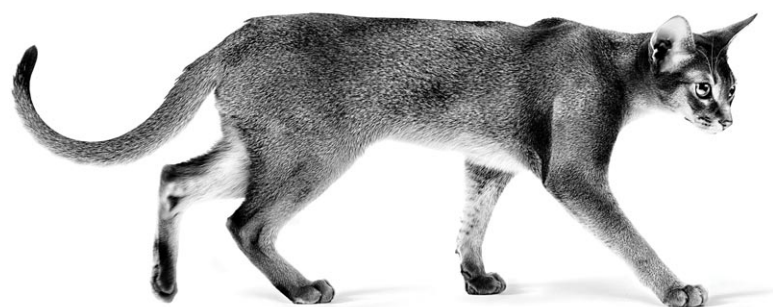
MAKE EVERY MOUTHFUL COUNT

Tailored nutritional solutions to support cats and dogs with digestive disorders and during critical care



FELINE DIETS

- Gastrointestinal
- Gastrointestinal Kitten
- Gastrointestinal Moderate Calorie
- Gastrointestinal Fibre Response
- Gastrointestinal Hairball
- Hepatic
- Recovery
- Recovery Liquid



CANINE DIETS

- Gastrointestinal
- Gastrointestinal Puppy
- Gastrointestinal Moderate Calorie
- Gastrointestinal Low Fat
- Gastrointestinal High Fibre
- Hepatic
- Recovery
- Recovery Liquid
- GI High Energy Liquid
- GI Low Fat Liquid



PRODUCT HIGHLIGHT

GASTROINTESTINAL FIBRE RESPONSE



When a cat is experiencing constipation, it is not only the quantity of fibre that counts, but the blend of fibres used that is also crucial.

Designed to manage constipation in cats. Different fibres have different effects on intestinal motility and on the gut microflora.

GASTROINTESTINAL HIGH FIBRE



When a dog presents with fibre responsive diarrhoea, high levels of the right fibres are required.

Designed to manage fibre responsive enteropathy in dogs. Different fibres have different effects on intestinal motility and on the gut microflora.



EASY TRANSIT

Specific formulation (including high levels of psyllium) to help manage feline constipation.



HIGH FIBRE

A fibre rich diet with an optimal blend of fibre to help regulate intestinal transit.



MAKE PERIOPERATIVE FEEDING EASY WITH ROYAL CANIN® GASTROINTESTINAL PACKS

Previously named Recovery Packs, ROYAL CANIN® GASTROINTESTINAL PACKS are a great way to offer your clients convenient perioperative nutrition.

To find out more about our Gastrointestinal Tract range, please **CLICK HERE**

GET A HEAD START

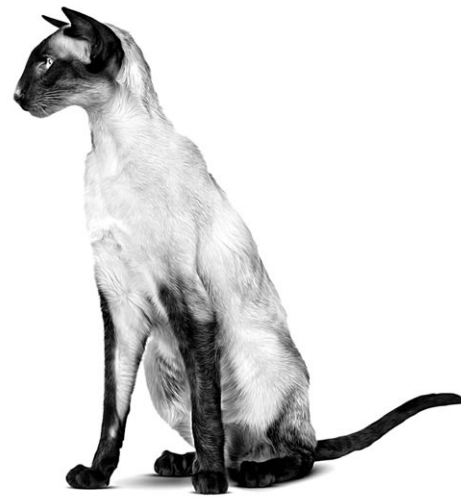
Tailored nutritional solutions to help support pets' renal, mobility and heart function

Click back to contents



FELINE DIETS

- Early Renal
- Renal
- Renal Special
- Renal Select
- Multifunction - Renal + Hypoallergenic*
- Mobility
- Renal Liquid



PRODUCT HIGHLIGHT

EARLY RENAL

From diagnosis to nutritional management, support kidney function at early stages of CKD.



EARLY RENAL SUPPORT

Formulated with moderate phosphorus, EPA+DHA and an antioxidant complex to support the kidneys in the early stages of chronic renal insufficiency.



AGE SUPPORT

Formulated with nutrients, including antioxidants to support healthy ageing.



EPA+DHA

EPA+DHA are long chain omega-3 fatty acids that help support renal function.



DIGESTIVE SUPPORT

A highly digestible formula with balanced fibres, including prebiotics, to support a healthy digestion and transit.



ANTIOXIDANT COMPLEX

Enriched with a blend of antioxidants to help neutralise free radicals.

CANINE DIETS

- Early Renal
- Renal
- Renal Small Dog
- Renal Special
- Renal Select
- Multifunction - Renal + Mobility C2P+*
- Multifunction - Renal + Hypoallergenic*
- Multifunction - Renal + Satiety*
- Mobility C2P+
- Cardiac
- Renal Liquid



* Refer to Multifunction page for a detailed explanation of these diets on [page 25](#)

To find out more about our Vital Support range, please [CLICK HERE](#)



The Health Management territory includes diets currently sitting within our Veterinary Care Nutrition range. These diets will fall in line with the other Veterinary Health Nutrition territories when it launches in 2021.



VETERINARY CARE NUTRITION

LIFESTAGE



PAEDIATRIC DIETS

- Easy to hydrate without lumps
- Includes bottle and teats
- Closest nutritional profile to mothers milk
- Enriched with DHA to support the development of cognitive function



PAEDIATRIC DIETS

- Options for weaning kittens and pregnant or lactating queens
- Kibble that can be hydrated to facilitate the transition from milk to dry kibble
- Pet specific products to support growth until they become an adult or until neutering



ADULT DIETS

- Adapted energy density to meet the nutritional needs of entire cats, which are higher than neutered cats
- High digestibility and palatability
- Adapted feeding guides for varying activity levels



NEUTERED DIETS

- Moderate calorie content for optimal bodyweight
- Promotes lean body mass with optimal protein content (35g/100g) and L-Carnitine
- High fibre content. A combination of soluble fibres (psyllium) and insoluble (HWBC) helps promote a feeling of fullness and limit begging and spontaneous consumption



SENIOR DIETS

- Support for healthy kidney, brain and joint function
- Wet and dry formats
- Adapted energy content to suit Body Condition Score



- Easy to hydrate without lumps or sediment
- Includes teats and bottles
- Antioxidants
- Puppy Pro Tech offers a colostrum replacement
- Babydog milk offers the closest nutritional profile to mothers milk



- Options for weaning puppies and bitches during last 3 weeks of gestation and during lactation
- Kibble that can be hydrated to facilitate the transition from milk to dry kibble
- Pet specific products to support growth until they become an adult or until neutering



- Pet size specific products with adapted kibble sizes
- Skin and coat benefits across the range
- Large and giant dog diets include joint support
- Dental and urinary support for small dog
- High digestibility and palatability
- Adapted feeding guides for varying activity levels



- All the same benefits as the Adult range with some added benefits
- A specific fibre blend helps to promote satiety between meals by slowing stomach emptying and regulating gut transit
- High protein promotes lean muscle
- Low in fat & high in L-Carnitine
- Special kibble slows consumption



- Adapted calorie content and protein profile
- Helps reduce muscle loss and actively supports muscle growth (with leucine)
- Neutralises free radicals (with vitamin C, E, Taurine, Luteine, lycopene and polyphenols)
- Helps maintain a healthy body weight (also reducing the impact of excess weight on the joints)
- Helps support cognitive function
- Digestive tolerance
- Complimentary wet diet for all sizes
- Low energy density helps maintain ideal body condition



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MULTIFUNCTION



UP TO **35%** OF CATS OR DOGS CURRENTLY TREATED FOR A SPECIFIC DISEASE MAY ALSO SUFFER FROM MULTIPLE DISEASES*

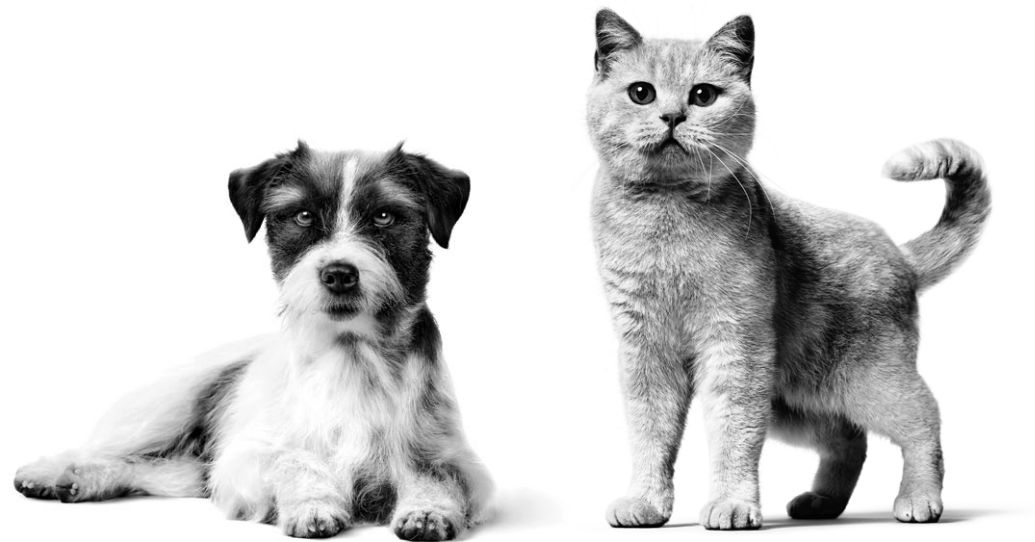
Historically, veterinary professionals had to choose which condition to provide nutritional support for.

What if you no longer had to choose?

Multifunction diets have been formulated for cats and dogs that have more than one clinical condition. The food is ordered directly from Royal Canin and is delivered within 4 working days** **directly to your client or to your practice**. Each bag of food is individually labelled before shipping, each bag can also be personalised by including your practice logo, the owners and animals details and specific feeding guides.

WHAT'S DIFFERENT ABOUT ROYAL CANIN® MULTIFUNCTION DIETS?

- Continued research and development have allowed the formulation of diets which fully meet the nutritional requirements of cats and dogs with multiple conditions.
- A novel online ordering system allows availability exclusively to veterinary practices to provide this growing range of diets without compromising stock holding capacity.
- Repeat ordering through the practice reinforces ongoing contact with owners who have pets with multiple diseases and the veterinary team.



* Survey conducted with practising vets in France, UK and US (n=370) for Royal Canin in 2013.

** For orders placed before 11am. Orders placed after 11am will be delivered within 5 working days.

DIETS IN THE MULTIFUNCTION RANGE

S/O-AFR

URINARY + HYPOALLERGENIC



S/O-Kcal Control

URINARY + SATIETY



S/O-Biopeptide

URINARY + CALM



RENAL HYPOALLERGENIC

NEW LOOK



MOBILITY C2P+ SATIETY

NEW LOOK



RENAL MOBILITY C2P+

NEW



NEW PACKAGING COMING SOON

As we advance our veterinary range, we are introducing a fresh new look to our Multifunction diets. The transition to the new packaging will take place over a period of time with some packaging transitioning during the VHN Vital Support launch.

Food is ordered via the Multifunction page on the Vet Practice Portal. Please **CLICK HERE**



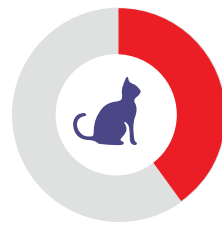
Click back to contents



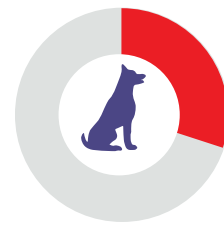
FUNCTIONAL TREATS

PILL ASSIST™

Whether it's a routine worming tablet or a medication for an illness, you have several reasons to prescribe pills. 1 out of 4* pet owners leave the clinic with oral medication but giving pills to cats and dogs is not an easy process.



40% OF CAT OWNERS find the experience of giving pills to their cat complicated*



30% OF DOG OWNERS admit that they have struggled to give their dog a pill or capsule*

Ensure a positive experience for both the pet and the owner with Pill Assist.

- Help treatment compliance and ensures pill intake.
- Support the pets recovery with prebiotics that help encourage a healthy digestive environment.
- Reduce stress and turn pill time into an enjoyable routine.

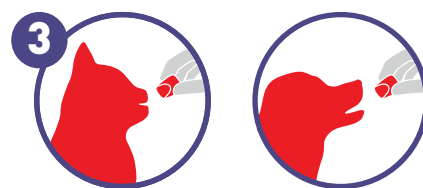
3 EASY STEPS...



Insert the Pill



Mould the Pill Assist product



Give and treat your pet

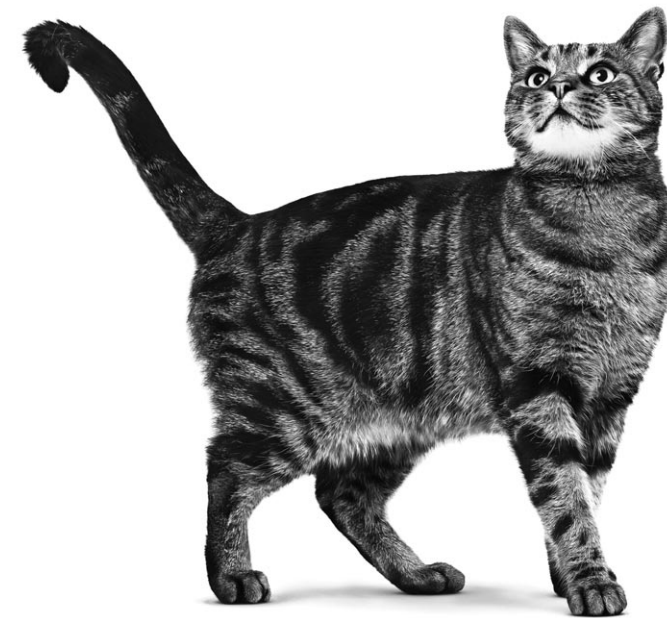
ENSURE A SUCCESSFUL PILL INTAKE IN OVER **91% OF CASES!****



* Internal data, 2018 – Study carried out with 1800 pet owners in US, internal study 2019, 111 cat owners answered in Japan.

** Pill Assist was shown to enable a daily pill acceptance in 91% of cases with cats, Royal Canin internal study 2019. 97% of acceptance on medium and large dogs, 98% of acceptance on small dogs, Royal Canin internal study 2018.

To see a video of the product in action, please **CLICK HERE**



EDUC

ROYAL CANIN® Educ combines a limited calorie intake (less than 3 kcal/ unit) and optimal palatability for use during training sessions with your puppy or adult dog. Due to the product's low calorie content, they are ideally suited to support dogs on a weight management programme.



ENERGY

ROYAL CANIN® Energy contains a high level of short-chain fatty acids which enable a rapidly available, high level of energy in order to support the activity and performance of dogs.





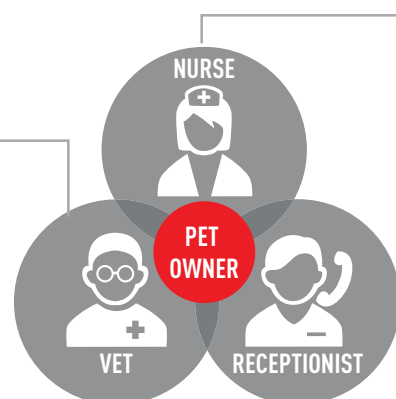
ONE VOICE



KITTEN CONSULTATION ONE VOICE

VET

- Consultation and health check
- Administer vaccine
- Provide preventative healthcare advice (neutering, flea & worm treatment etc.)



RVN

- Nutritional recommendation: healthy portion & healthy growth
- Behavioural, wellbeing & microchip advice

RECEPTIONIST

- Travelling to the vet advice
- Book paediatric consultations

CREATE A POSITIVE KITTEN EXPERIENCE IN YOUR CLINIC & MEET KITTEN OWNER EXPECTATIONS

- Feline friendly clinics are becoming more popular and cat owners will often expect a customised approach for their pet.
- Bonding new owners and their kittens to the practice should be planned carefully to ensure that all essential points relating to pet ownership are covered.
- Offering a comprehensive preventative health program is beneficial to both the kitten and the practice.

Welcoming a new kitten to a veterinary clinic is very important. The veterinary team should be prepared to welcome each new kitten to the clinic using a well-established procedure; it is key that everyone knows their role and how to get the correct messages across.

IN CAT FRIENDLY CLINICS...



30%

Higher frequency of visits with their feline patients¹



40%

More owners of feline patients buy pet nutrition at the clinic²



45%

Higher yearly spending than at a non cat friendly clinic (and the gap is increasing with time)¹



Royal Canin is an official partner of the ISFM Cat Friendly Clinic programme. This programme is designed to help create a more cat friendly veterinary clinic and so reducing the stress for cats and making veterinary visits easier for cat owners as well.



1. Pere Mercader, Veterinary Management Studies, Veterinary Focus 2019

2. Internal data, 2018 – Study carried out with 1800 pet owners in US, internal study 2019, 111 cat owners answered in Japan

ROYAL CANIN TOOLS CAN HELP YOU MAKE YOUR CLINIC MORE CAT FRIENDLY



GOOD TO KNOW

Elevated position and blanket on the carrier helps to relax the cat.

FLEECE BLANKET

To cover the carrier.



CAT CARRIER TREE

For the waiting room, to encourage owners to put carriers in an elevated position.



CREATE A POSITIVE EXPERIENCE FOR CATS

DID YOU KNOW

that more than 1 out of 6 cat owners admit that they couldn't fully ensure the oral medication has been accepted?²

GIVING PILLS CAN BE TRICKY, MAKE IT SAFE AND EASY!



TAILORED NUTRITIONAL SOLUTIONS TO SUPPORT YOUR RECOMMENDATION



PEDIATRIC WEANING



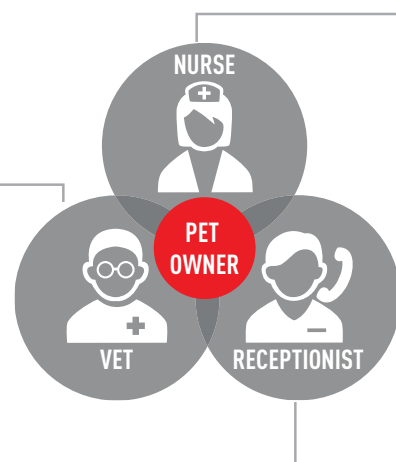
PEDIATRIC GROWTH



PUPPY CONSULTATION ONE VOICE

VET

- Consultation and health check
- Administer vaccine
- Provide preventative healthcare advice (neutering, flea & worm treatment etc.)



RVN

- Monthly consultations up to 12 months (weight/flea/worm)
- Nutritional advice on appropriate diet, weighing food using digital food scales
- How to feed – interactive feeding
- Advice on treats and rewards
- Behaviour/training advice (if confident/qualified)

RECEPTIONIST

- Book in for monthly puppy weight consultations
- Educate on available care plans
- Provide a list of accredited socialisation and training classes
- Provide nutritional literature and/or recommendation

CREATE A POSITIVE PUPPY EXPERIENCE IN YOUR CLINIC & MEET PUPPY OWNER EXPECTATIONS

- Encourage them to meet staff, visit different areas of your practice, and use the opportunity to demonstrate positive fear-free handling techniques.
- Socialisation sessions are invaluable for early engagement with your practice.
- Offering pet health care plans or programmes to your clients is beneficial to the puppy, the client and the practice.
- Regular monitoring throughout growth to promote a healthy weight and shape.



37% OF JUVENILE DOGS

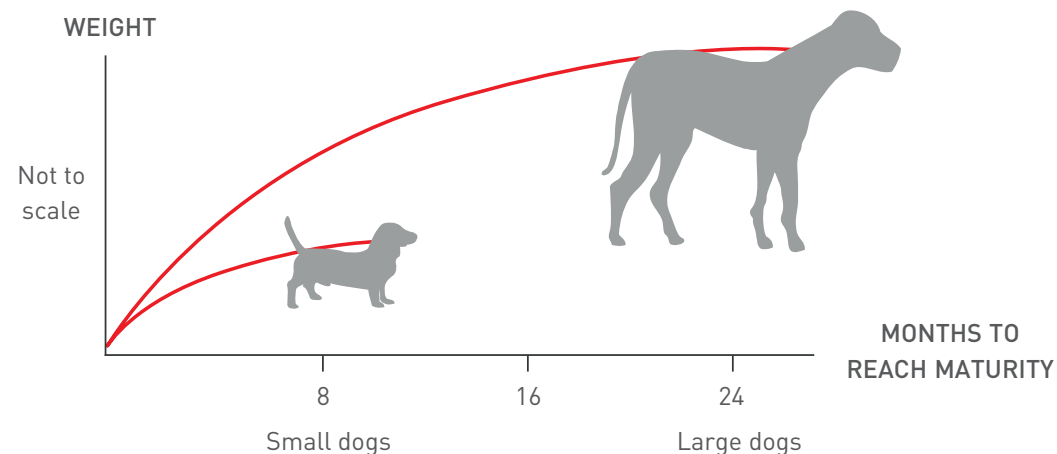
(less than 24 months) are overweight or obese³

- Excess weight gain as an adolescent increases the risk of obesity in adulthood^{1,2}
- Nutritional factors such as overfeeding or feeding an unsuitable diet during growth, may increase the risk of developmental orthopaedic disease^{4,5} (especially for large or giant breed dogs).



PROMOTE HEALTHY HABITS

- Monthly puppy weight consultations to:
 - Educate owners on what their puppies ideal BCS should be when they are an adult
 - Monitor the puppies growth curve⁶



- Make a nutritional recommendation based on age, lifestyle and size (Junior, Neutered etc.)
- Recommend weighing food using digital food scales
- Recommend interactive feeders or slow down bowls to mimic natural foraging behaviour
- Treats should make up no more than 10% of their daily food calorie intake

1. Leclerc, L., Thorin, C., Flanagan, J. et al (2017) Higher neonatal growth rate and body condition score at 7 months are predictive factors of obesity in adult female Beagle. BMC Veterinary Research 13 (104)
2. Seriser, S., Feugier, A., Venet, C., Biourge, V., German, A.J. (2013). Faster growth rate in ad libitum fed-cats: a risk factor predicting the likelihood of becoming overweight during adulthood. Journal of Nutritional Science. 2 (11), 1-8
3. German, A.J., Woods, G.T., Holden, S.L., Brennan, L., Burke, C. (2018). Dangerous trends in pet obesity. Veterinary Record, 182 (1)
4. Hedhammar, A. et al (1974). Overnutrition and skeletal disease: an experimental study in growing Great Dane dogs. Connell Vet, 64 (5): 11-160
5. Dobenecker, et al (1997). Mal and over nutrition in puppies with or without clinical disorders of skeletal development. J. Anim. Physiol.a. Anim.Nutr., 80: 76-81
6. Salt, C., Morris, P.J., German, A.J., Wilson, D., Lund, E.M., Cole, T.J., Butterwick, R.F. (2017). Growth standard charts for monitoring bodyweight in dogs of different sizes. PLoS ONE, 12 (9)

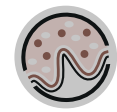
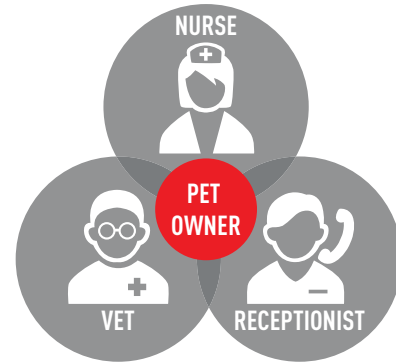
TAILORED NUTRITIONAL SOLUTIONS TO SUPPORT YOUR RECOMMENDATION



PERIOPERATIVE FEEDING ONE VOICE

THE BENEFITS OF FEEDING A GASTROINTESTINAL DIET PERIOPERATIVELY

- Replaces energy stores depleted during pre-op starvation
- Helps maintain the intestinal mucosal barrier
- Helps reduce the risk of cachexia which can slow wound healing and affect immune function^[1]



DIGESTIVE SUPPORT

A highly digestible formula with balanced fibres, including prebiotics, to support a healthy digestion and transit.



HIGH ENERGY

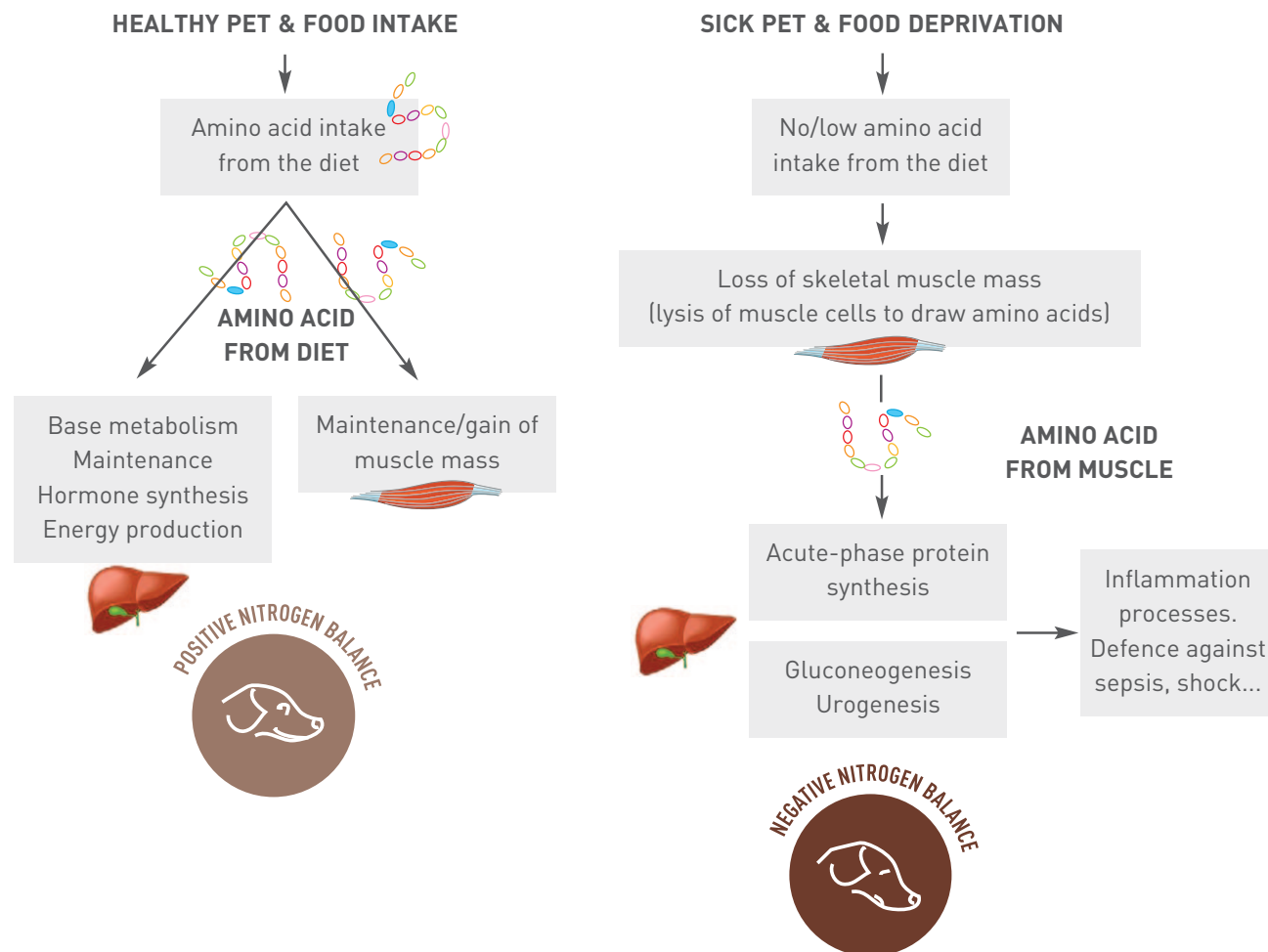
High protein level to help maintain muscle mass during hospitalisation and convalescence.



HIGH PALATABILITY

High palatability to satisfy decreased appetites.

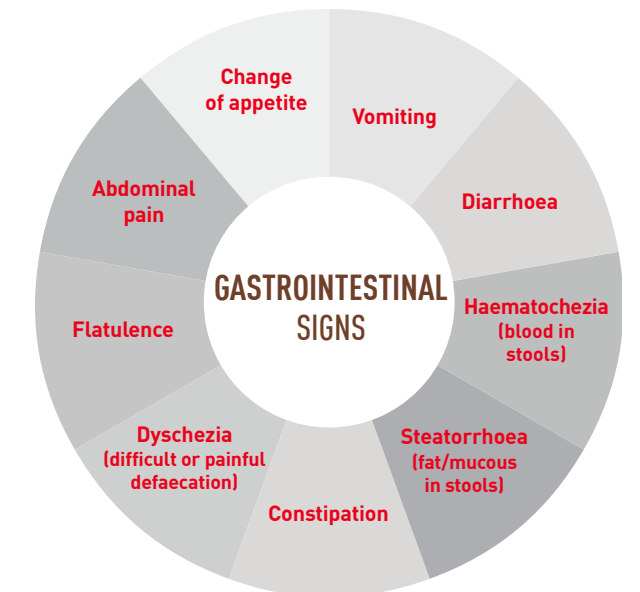
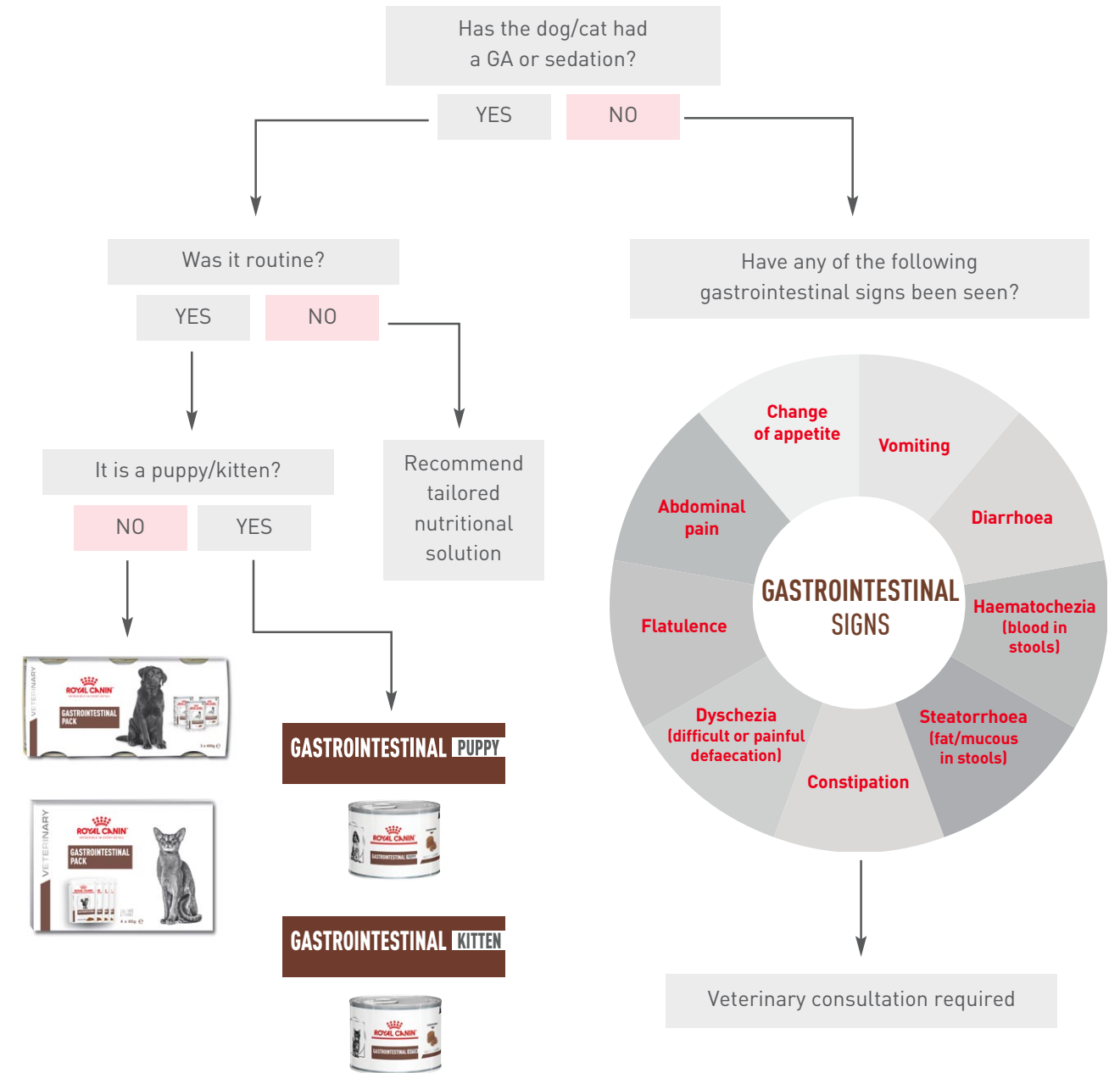
NITROGEN BALANCE IN BOTH CRITICALLY ILL AND HEALTHY ANIMALS



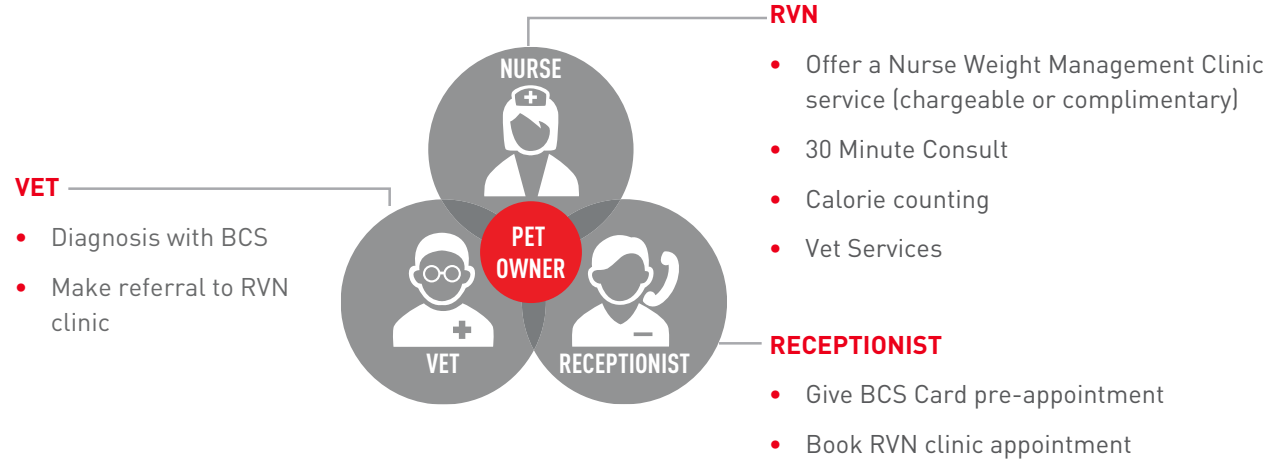
WHY FEEDING THE RIGHT NUTRITION POST-OPERATIVE IS IMPORTANT?

Feeding a home-cooked “bland diet” during recovery is not recommended. Ingredients such as white fish or chicken may not be as nutrient dense as required, and an incorrect cooking process may further reduce the quality of micro-nutrients. It’s hard to balance a home-cooked diet and to precisely advise on how much to feed to meet daily requirements.

ROYAL CANIN® GASTROINTESTINAL is a highly palatable, highly digestible, high-energy diet which helps to support a reduced appetite and feeding volume, whilst also ensuring optimal nutrient intake. This diet contains a specific blend of fibres including prebiotics. EPA and DHA, as well as a synergistic antioxidant complex are also included in this diet. Our ROYAL CANIN® GASTROINTESTINAL PACKS offer a convenient and cost effective solution for the client, while supporting an average sized pet through those crucial first 48 hours post-operatively.



WEIGHT MANAGEMENT ONE VOICE



WEIGHT MANAGEMENT CARE, WHY?

- Obesity is a disease¹
- At least 65% of dogs and 39% of cats in the UK are overweight or obese²
- Cats & dogs with excess weight may live shorter lives³
- Obesity is a gateway to associated diseases and increases risk of Diabetes Mellitus⁴
- BCS is an important tool to assess if cats and dogs are under, over or at ideal weight. BCS of 6 = 10% above ideal, 7 = 20% overweight, 8 = 30% and is clinically obese



RECEPTIONIST

- What weight should he/she be?
- Record their current weight in the PMS
- Provide BCS card while waiting for consultation



VET

DIAGNOSE

- Incorporate BCS into clinical exam using the Body Condition Score Model
- Ask the owner to BCS their own pet
- Identify the need and recommend diet change
- Refer to RVN Weight Management Clinic

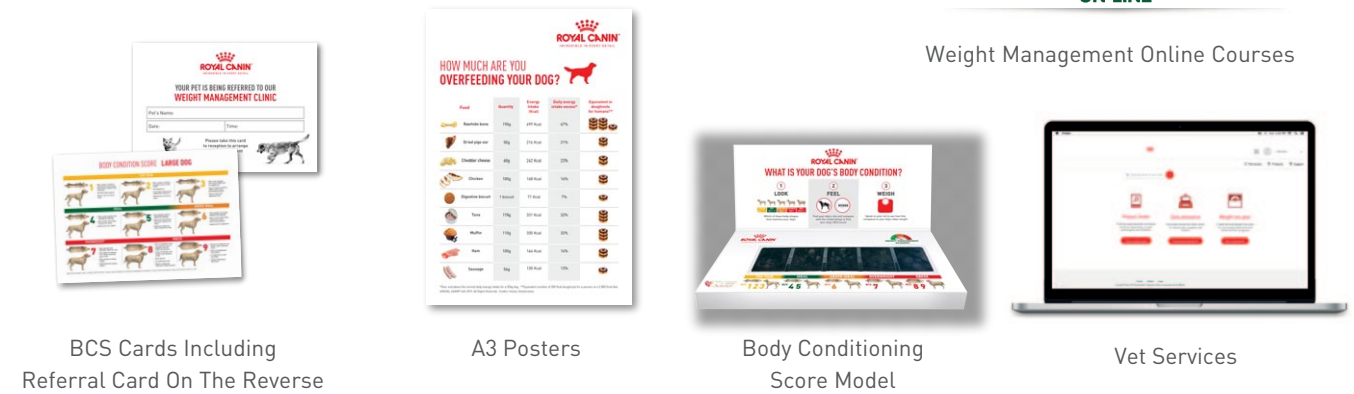
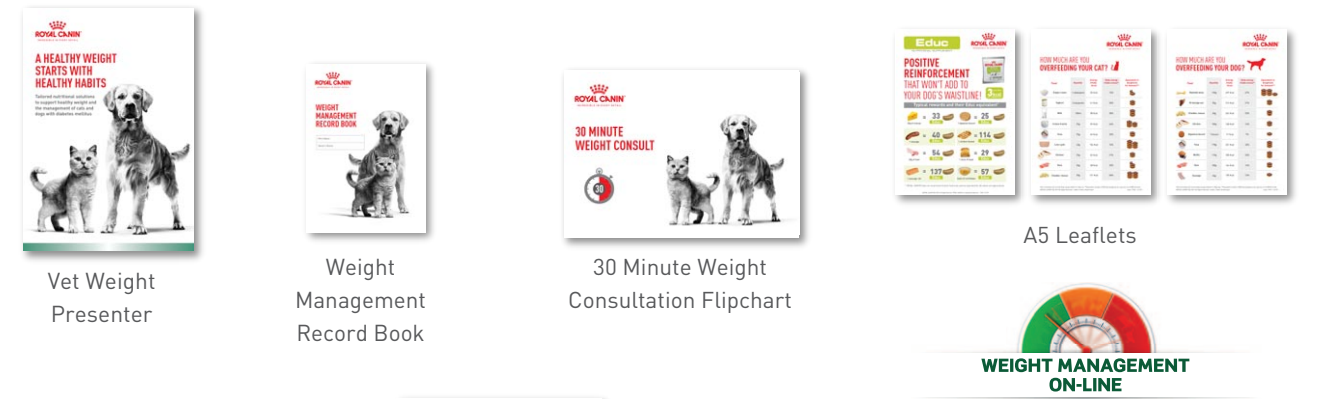
1. <https://www.bsava.com/Resources/Veterinary-resources/Position-statements/Obesity>

2. Courcier, E.A., O' Higgins, R., Mellor, D.J., Yam, P.S. (2010). 'Prevalence and risk factors for feline obesity in a first opinion practice in Glasgow, Scotland.' Journal of Feline Medicine and Surgery. 12. (10), pp. 746-753. German, A.J., Woods, G.T., Holden, S.L., Brennan, L. Burke, C. (2018). Dangerous trends in pet obesity. Veterinary Record; 182 (1)

3. Salt C et al. Association between life span and body condition in neutered client-owned dogs. J Vet Intern Med 2018;1-11. Teng KT et al. Strong associations of 9- point body condition scoring with survival and life span in cats. J Feline Med Surg 2018;1-9

4. Scarlett JM and Donoghue S. Obesity in cats: Prevalence and prognosis. Vet Clin Nutr 1996. Poppl AG et al. Canine diabetes mellitus risk factors: A matched case-control study. Res Vet Sci 2017;114:469-473. German, A.J., (2006) *The growing problem of Obesity in dogs and cats*. Waltham International Nutritional Sciences Symposium. American Society for Nutrition. Journal of Nutrition

WEIGHT MANAGEMENT MATERIALS



RVN

DOCUMENT ADVICE

- Provide a Weight Management record book and reassess and amend every two weeks initially to ensure compliance

DETAILED HISTORIES

- Questionnaires
- Utilise the 30 minute consultation flipchart
- Utilise the unique calories calculations for weight loss which can be found within Vet Services



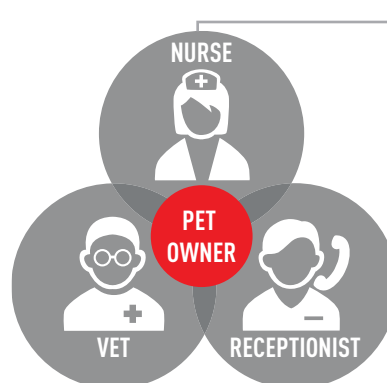
RECEPTIONIST

- Book appointments
- Support recommendation

TAILORED NUTRITIONAL SOLUTIONS TO SUPPORT YOUR RECOMMENDATION



POST-NEUTERING ONE VOICE



RVN

- Discharge and post-neutering consultations
- Nutritional recommendation
- Feeding guidelines explanation

RECEPTIONIST

- Book first recheck at discharge
- If required, stitches removed at 10-14 day
- Second recheck within a month

POST-NEUTERING CARE; WHY?

- Cats can become significantly overweight within 3 months of neutering¹
- A dog's appetite increases within 2 weeks of neutering²
- We can positively influence owners to help them maintain their pets at a healthy body weight



RVN

DISCHARGE CONSULT

- Post operative feeding
- Wound care
- Provide client with BCS card
- Discuss the importance of diet change in preventing weight gain post neutering
- Diet recommendation to be made at the next consultation



RECEPTIONIST

- Book appointments
- First recheck within a week
- If required, stitches removed at 10-14 days. Second check within a month

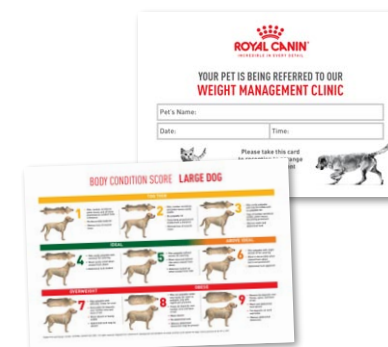


RVN

DAY 2, WOUND CHECK

- Faecal score check using the faecal score guide
- Demonstrate how to BCS using the Body Condition Score Model
- Ask the client to BCS their own pet
- Detail why lower calories are important post neutering in preventing weight gain and make a nutritional recommendation
- Using Vet Services calculate the number of calories the patient needs and make a recommendation
- Provide weekly food diary for recording calories between Day 2 and Day 10

POST-NEUTERING MATERIALS



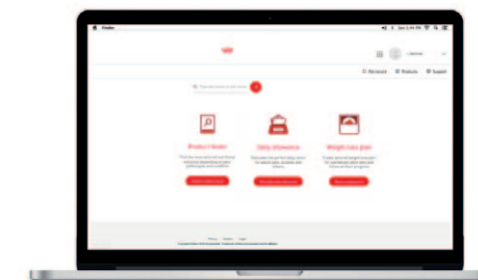
BCS Cards Including Referral Card On The Reverse



Faecal Score Guide



Body Condition Score Model



Vet Services



RVN

DAY 10, CHECK

- Estimate calories patient has consumed from food diary
- Recommend healthy portion control with digital food scales
- Reinforce the need for reduction in calories
- Make a tailored nutritional recommendation



RVN

WEEK 4, CHECK

- BCS with the pet owner
- Re-assess calories based on ideal weight using Vet Services
- Recommend specific portion in grams, measured using digital food scales
- Reinforce the need for reduction in calories
- Provide a written recommendation including Kcal intake number and specific diet to meet the pet needs

TAILORED NUTRITIONAL SOLUTIONS TO SUPPORT YOUR RECOMMENDATION



1. Fettman 1997
2. Hopt et al 1979