

HEALTH MANAGEMENT

FREQUENTLY ASKED QUESTIONS



1 Why HEALTH MANAGEMENT? What are the diets classified in this territory?

The ROYAL CANIN® Health Management territory offers tailored nutritional solutions to support optimal health in cats and dogs.

Catering for the different size categories, this range supports veterinarians recommendations during their daily practice and key stages in pets' lives: neutering, dental scaling etc.

Nutrition organisation, based on 6 core pet health needs: Urinary, Dermatology, Weight Management, Gastrointestinal Tract, Vital Support and Health Management. This new colour code will help improve product recognition on shelf.

To ensure better identification, a specific colour gradation was used to cluster different indications within a same health need.

This range has a distinctive purple colour code. Within this core pet health need, there are 4 indications with slight purple variations:



Sub-Ranges

OPTIMAL WEIGHT

SENIOR HEALTH

ORAL HYGIENE

PERIOD OF ADAPTATION

We have moved from a patchwork of colours that made navigation harder, to a limited number of colours supporting the new Veterinary Health



2 What happened to SENIOR CONSULT STAGE 2?

As a reminder SENIOR CONSULT Stage 2 diets were delisted in 2020 as part of the VITAL SUPPORT territory launch.

In line with our Vital Support launch, we took the opportunity to review all our formulas. Feline EARLY RENAL has the closest nutritional profile to our previous product, SENIOR CONSULT STAGE 2. However, we have taken the opportunity to review the phosphorus level within the diet, and it has been adapted so it is now compliant with the PARNut for Chronic Renal Insufficiency. It has therefore been re-positioned in the portfolio in order to complete our Renal offering.

SENIOR CONSULT STAGE 2 HIGH CALORIE transitioned similarly to "regular" SENIOR CONSULT Stage 2, onto EARLY RENAL. This represents a 5% reduction in calories. In a 3Kg thin cat, this represents only a 2g difference in their daily food ration. EARLY RENAL also offers additional healthy joint and ageing support through the inclusion of Green Lipped Mussel, L-tryptophan, phospholipids and a synergistic antioxidant complex.

3 Why do the Kitten and Puppy diets remain in the same pack design?

All of our puppy and kitten diets, our 'Start of Life' range, will see an advancement in 2022. In the meantime, the products for kittens and puppies will remain with the current packaging. The Veterinary Health Nutrition range includes specific products which are formulated to help in the management of growing pets with an identified sensitivity. Please refer to the product book for details on which products are suitable for growth.

DELISTING



4 Why have NEUTERED YOUNG MALE and NEUTERED YOUNG FEMALE diets been delisted?

Neutering causes changes in a cat's metabolism, including a reduction in activity and an increased food intake, which can lead to weight gain. NEUTERED SATIETY BALANCE is our nutritional recommendation to help neutered cats maintain optimal weight. For clients who already feed their cat with NEUTERED YOUNG MALE and NEUTERED YOUNG FEMALE we recommend transitioning to NEUTERED SATIETY BALANCE. Recommending a diet that meets the nutritional needs of neutered cats can help to support an ideal bodyweight. **NEUTERED YOUNG MALE and NEUTERED YOUNG FEMALE will be delisted in June 2021.**



5 What does the VOHC logo mean? And what is the difference between VOHC tartar and VOHC plaque?

The Veterinary Oral Health Council [VOHC] is a non-regulatory agency which includes representatives from professional dental colleges as well as allied veterinary groups. It provides an objective means of recognising commercially available products that meet pre-set standards of effectiveness in controlling accumulation of dental plaque and tartar in dogs and cats. The VOHC awards a Seal of Acceptance for two categories: helps control plaque and helps control tartar.



Our 2 ROYAL CANIN® Dental dog diets [Small Dogs and Medium & Large dogs] have been awarded the VOHC seal "helps control tartar" as they have been clinically proven to efficiently reduce tartar build-up.



ROYAL CANIN® Dental cat diet has been awarded the VOHC seal "helps control plaque" as this diet has been clinically proven to efficiently reduce plaque build-up.

6 What is the new recommendation for dogs being fed Giant Adult?

The Giant Adult diet is being delisted with the Health Management launch. We recommend assessing the health and nutritional requirements of all dogs currently being fed Giant Adult, in order to ensure the appropriate product from within our ranges is recommended. Our Giant Puppy and Giant Junior diets will continue to be available for growing giant dogs.

7 Why are we moving to an 85 gram pouch for cats?

Pouches are designed to provide one single serving of food. This pouch weight is aligned across the Veterinary Health Nutrition wet diets.

Everything we do is pet first. This philosophy is core to all product development whether it is sustainable ingredient sourcing, product texture and aroma to nutrient analysis. We work with ever evolving science to bring the most appropriate nutritional solution for each cat and dog suitable for the lifestage, size or condition. In line with our Health Management launch, we have taken this opportunity to review all our formulas, our wet products included. This means you may notice some changes in the appearance or aroma of our wet food.

8 Are there any specific recommendations for product transition to the new diets for my clients?

A gradual transition is usually advised when starting any new bag. We recommend having the same approach for these changes to reduce the risk of digestive upset. **We advise to manage the transition over a 5-7 day period.**

Day 1-2



Day 3-4



Day 5-6



Day 7

