



**ROYAL CANIN®**

INCREDIBLE IN EVERY DETAIL

# VHN HEALTH MANAGEMENT

PARTNER MEDIA PACK



# VHN HEALTH MANAGEMENT

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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 Health Management 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 Health Management 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

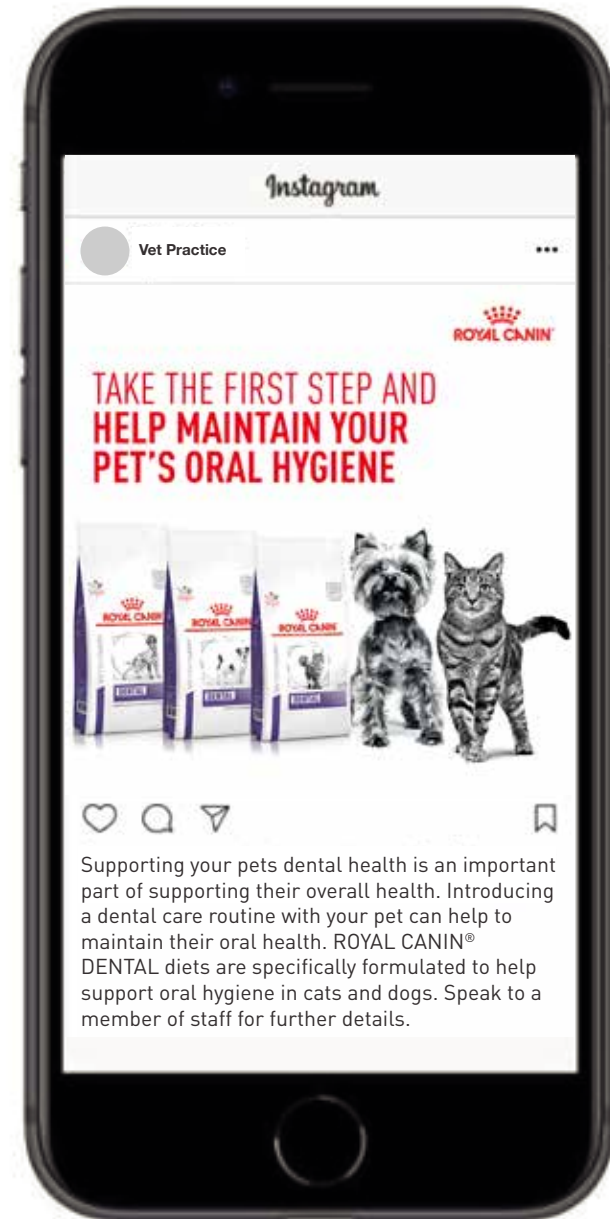


## Where to use:

Use 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 DENTAL diets.

## Recommended post caption:

Supporting your pets dental health is an important part of supporting their overall health. Introducing a dental care routine with your pet can help to maintain their oral health. ROYAL CANIN® DENTAL diets are specifically formulated to help support oral hygiene in cats and dogs. Speak to a member of staff for further details.



[Download the image here](#)

# STATIC POSTS

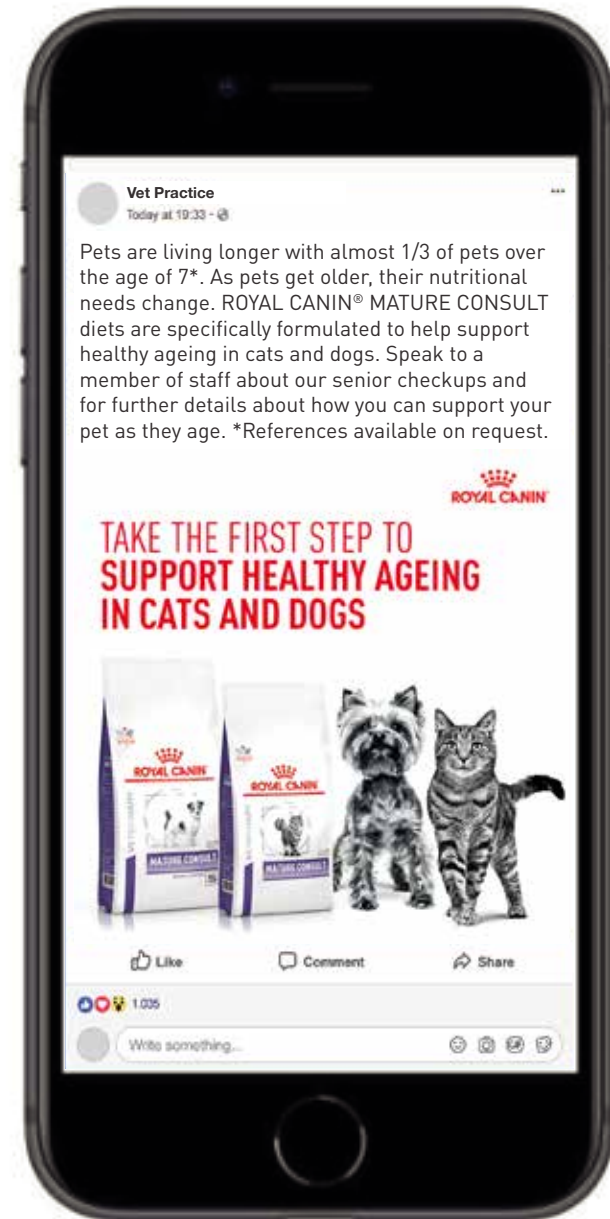


## Where to use:

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 MATURE diets in helping to support healthy ageing.

## Recommended post caption:

Pets are living longer with almost 1/3 of pets over the age of 7\*. As pets get older, their nutritional needs change. ROYAL CANIN® MATURE CONSULT diets are specifically formulated to help support healthy ageing in cats and dogs. Speak to a member of staff about our senior checkups and for further details about how you can support your pet as they age. \*References available on request.



[Download the image here](#)



# STATIC POSTS

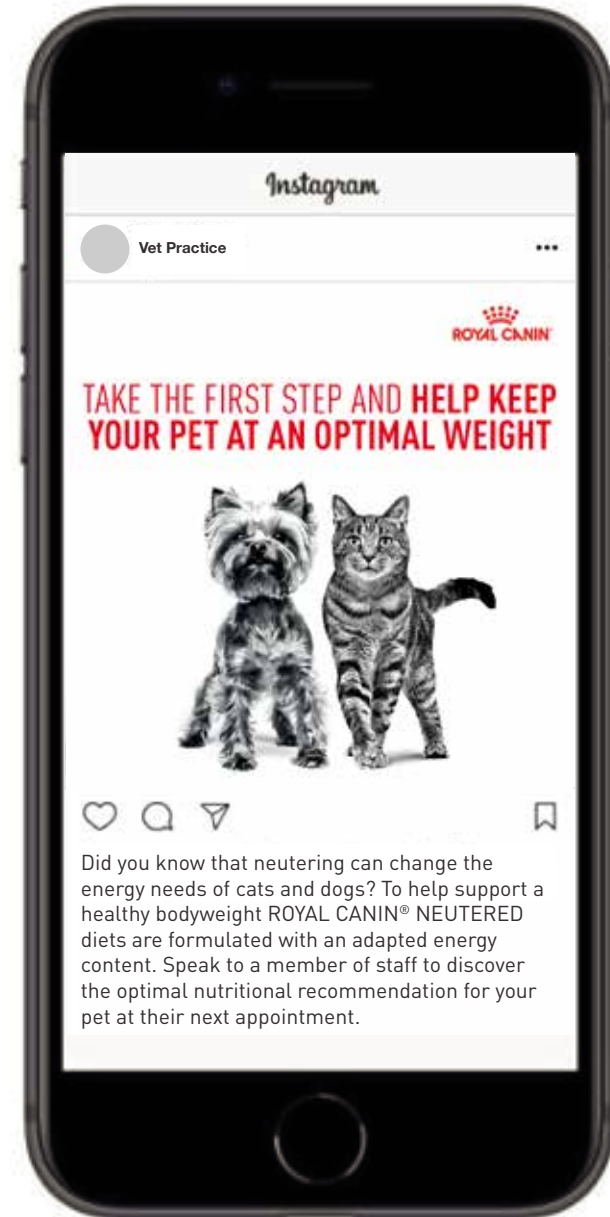


## Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to educate pet owners about the the importance of maintaining an ideal bodyweight for their pet after neutering.

## Recommended post caption:

Did you know that neutering can change the energy needs of cats and dogs? To help support a healthy bodyweight ROYAL CANIN® NEUTERED diets are formulated with an adapted energy content. Speak to a member of staff to discover the optimal nutritional recommendation for your pet at their next appointment.



[Download the image here](#)

# STATIC POSTS

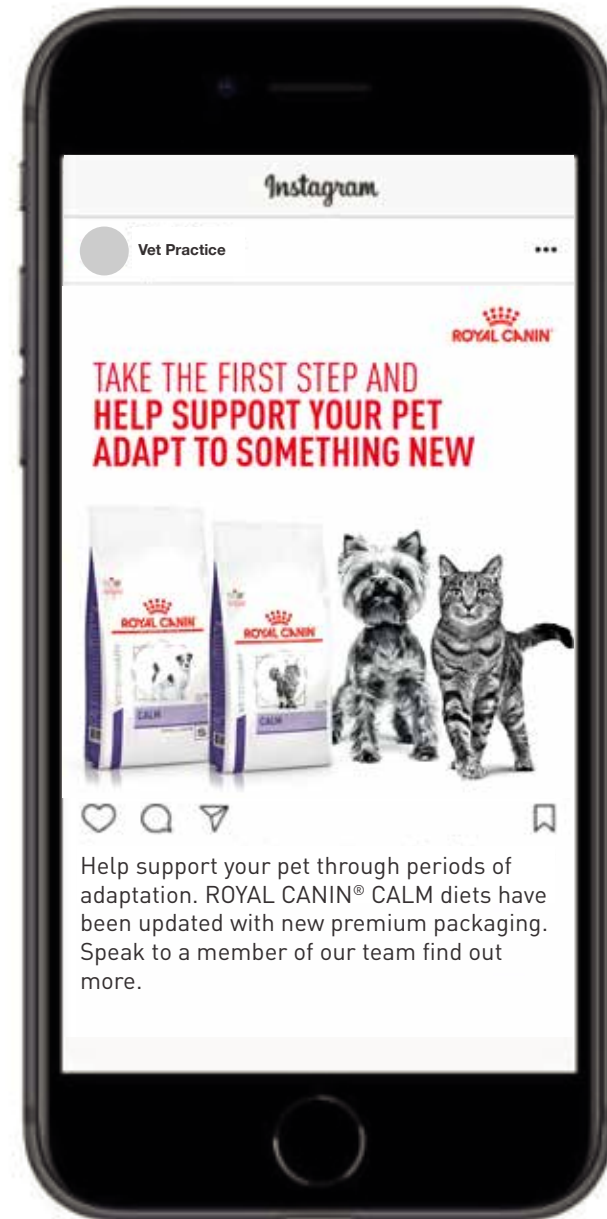


## Where to use:

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® CALM diets aware of the new packaging.

## Recommended post caption:

Help support your pet through periods of adaptation. ROYAL CANIN® CALM diets have been updated with new premium packaging. Speak to a member of our team find out more.



[Download the image here](#)

# AN UPDATE FROM ROYAL CANIN



**ROYAL CANIN**  
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**AN UPDATE FROM ROYAL CANIN**

**TAKE THE FIRST STEP AND HELP KEEP YOUR PET AT AN OPTIMAL WEIGHT**

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



**NEW LOOK PACKAGING**



Discover the brand new pack design across the Royal Canin range of diets.

Your pet's food now comes in new premium purple packaging.

**SUPPORTING YOUR NEUTERED PET**



Neutering is a common procedure. However, after being neutered, cats' and dogs' metabolism and appetite may change, which can contribute to them becoming above ideal weight. Feeding a diet with an adapted energy content, weighing food using digital food scales and regular weighing and Body Condition Scoring, are all steps you can take to help maintain an ideal bodyweight for your pet.

For more information about the ROYAL CANIN® NEUTERED diets, 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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[Download the image here](#)

# AN UPDATE FROM ROYAL CANIN



**IS YOUR PET EATING A SENIOR CONSULT DIET?**

If your pet is on a ROYAL CANIN® SENIOR CONSULT diet, we'd like to let you know about an update.

All Canine and Feline SENIOR CONSULT diets are being rebranded -- MATURE CONSULT. Your pet's food will also come in new premium purple packaging.



**SUPPORTING YOUR AGEING PET**

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

To ensure your pet 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 the best care and most appropriate nutritional solution to support them at this stage of life.

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

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### SEPTEMBER NEWSLETTER

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[Download the image here](#)



# AN UPDATE FROM ROYAL CANIN



**ROYAL CANIN**  
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**AN UPDATE FROM ROYAL CANIN**

**TAKE THE FIRST STEP TO SUPPORT YOUR PET'S ORAL HYGIENE**

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



**NEW LOOK PACKAGING**



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

Your pet's food now comes in new premium purple packaging.

**OUR FORMULAS**

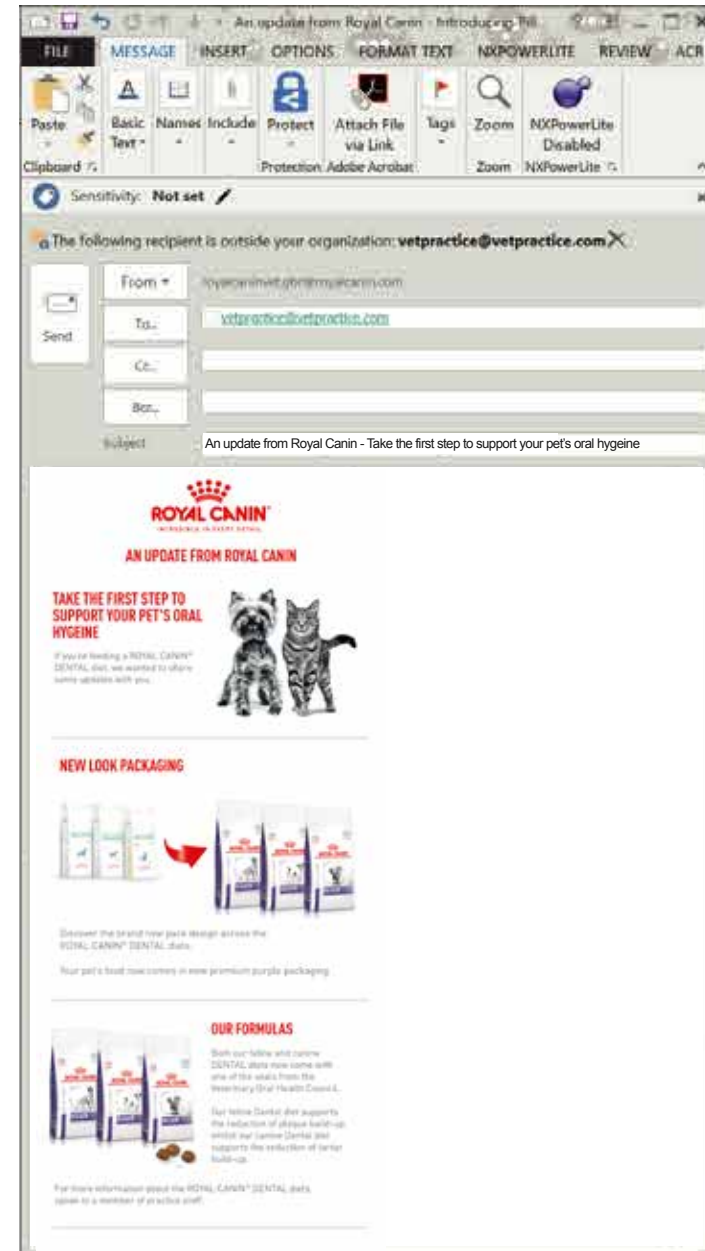
Both our feline and canine DENTAL diets now come with one of the seals from the Veterinary Oral Health Council.

Our feline Dental diet supports the reduction of plaque build-up, whilst our canine Dental diet supports the reduction of tartar build-up.

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

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An update from Royal Canin - Introducing Pili

FILE MESSAGE INSERT OPTIONS FORMAT TEXT NXPOWERLITE REVIEW ACR

Paste Basic Names Include Protect Attach File via Link Tags Zoom NXPowerLite Disabled

Clipboard Protection: Adobe Acrobat Zoom NXPowerLite

Sensitivity: Not set

The following recipient is outside your organization: [veterpractice@vetpractice.com](mailto:veterpractice@vetpractice.com)

From: [royalcanin@royalcanin.com](mailto:royalcanin@royalcanin.com)

To: [veterpractice@vetpractice.com](mailto:veterpractice@vetpractice.com)


Subject: An update from Royal Canin - Take the first step to support your pet's oral hygiene

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[Download the image here](#)

# THANK YOU

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