

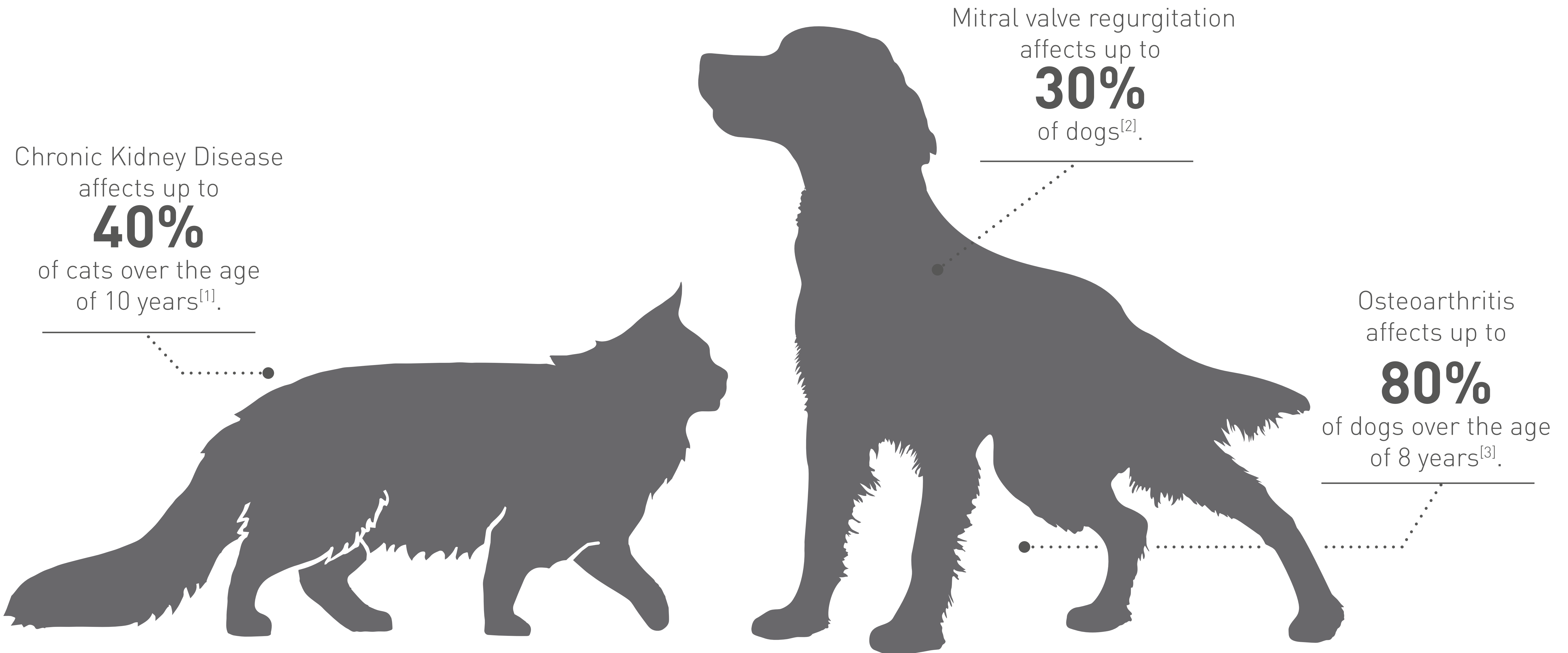


VITAL SUPPORT.
**GET A HEAD
START.**

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

WE KNOW PETS ARE LIVING LONGER

Due to the increased lifespan of our pets, age associated disorders are becoming more prevalent



AS A VET, YOU CAN TAKE ACTION

PET OWNERS WANT TO SEE THEIR PET GROWING OLD IN GOOD SHAPE

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



Pet owners care deeply about their pets' health and have access to an overwhelming amount of information on the best way to care for their pet⁽⁴⁾.

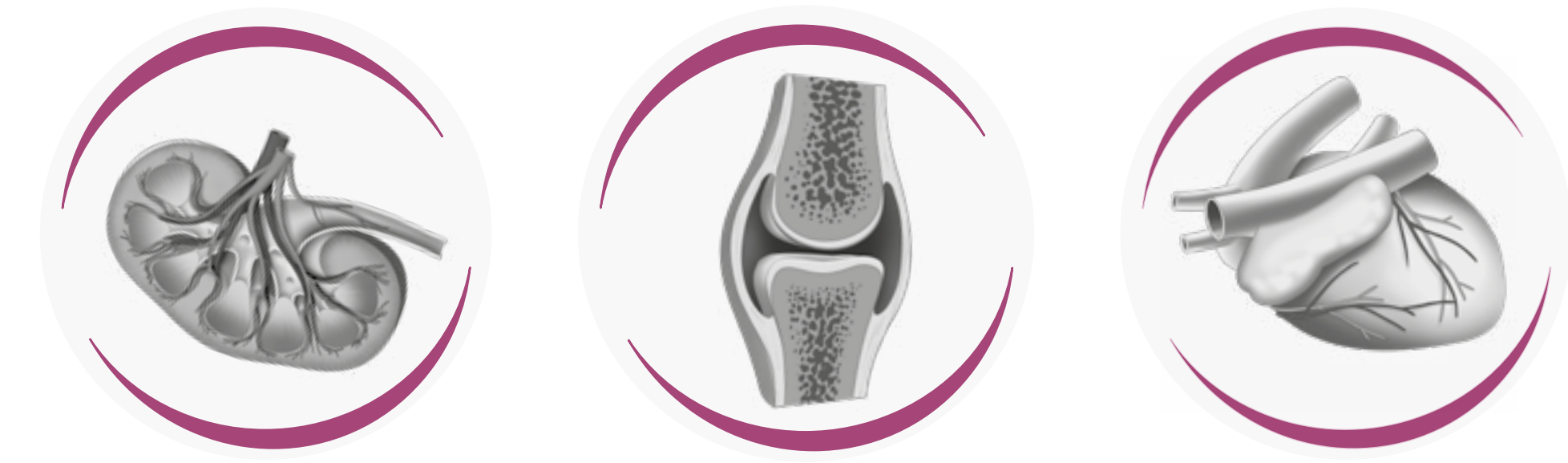
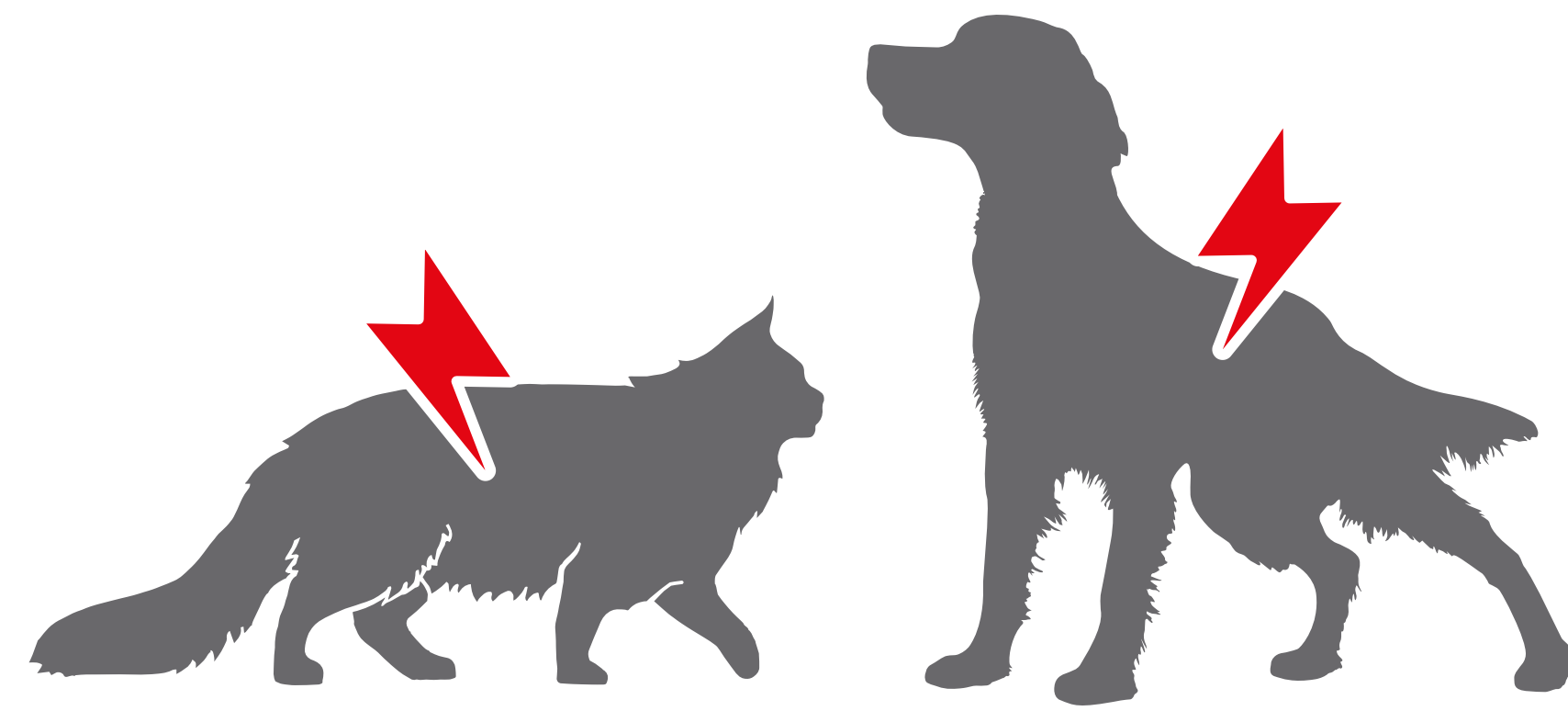
What they are really looking for is for their veterinarian to tell them how to provide the best care⁽⁴⁾.

Veterinarians continue to rank high as voices pet owners trust⁽⁴⁾.



OFFER YOUR CLIENTS AN OPPORTUNITY TO DISCUSS THE CARE THEIR AGEING PET NEEDS

THE AGEING PROCESS CAN LEAD TO METABOLIC AND PHYSIOLOGICAL CHANGES



OXIDATIVE STRESS

+

PATHOGENS, TOXINS,
PHYSICAL TRAUMA...

+

INFLAMMATION



ORGAN LESIONS

+

REDUCED FUNCTION

EARLY DIAGNOSIS, MANAGEMENT, AND CLOSE FOLLOW-UP
ARE KEY FOR GETTING A HEAD START ON SUPPORTING THESE PATIENTS

VITAL SUPPORT. GET A HEAD START

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

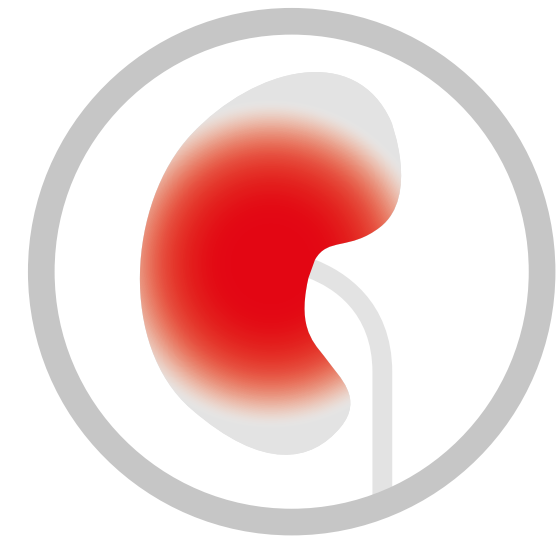




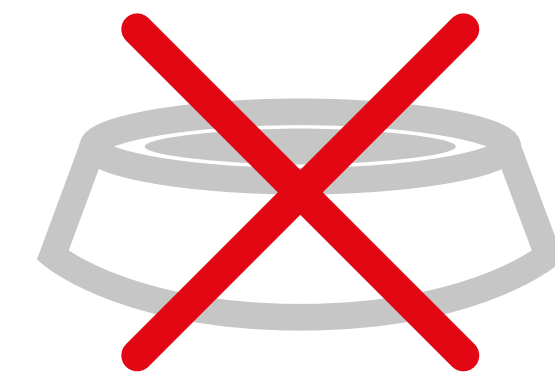
Tailored nutritional solutions to support cats and dogs with kidney disorders.

CHRONIC KIDNEY DISEASE

Chronic Kidney Disease (CKD) is progressive and permanent therefore early diagnosis is critical



Serum Creatinine rises above normal when approximately **75%** of renal function has been lost^[5].



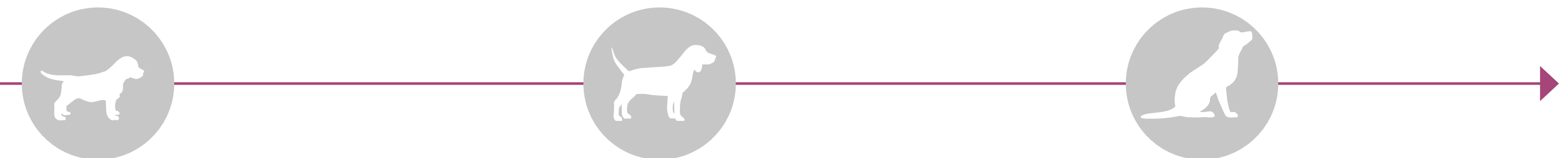
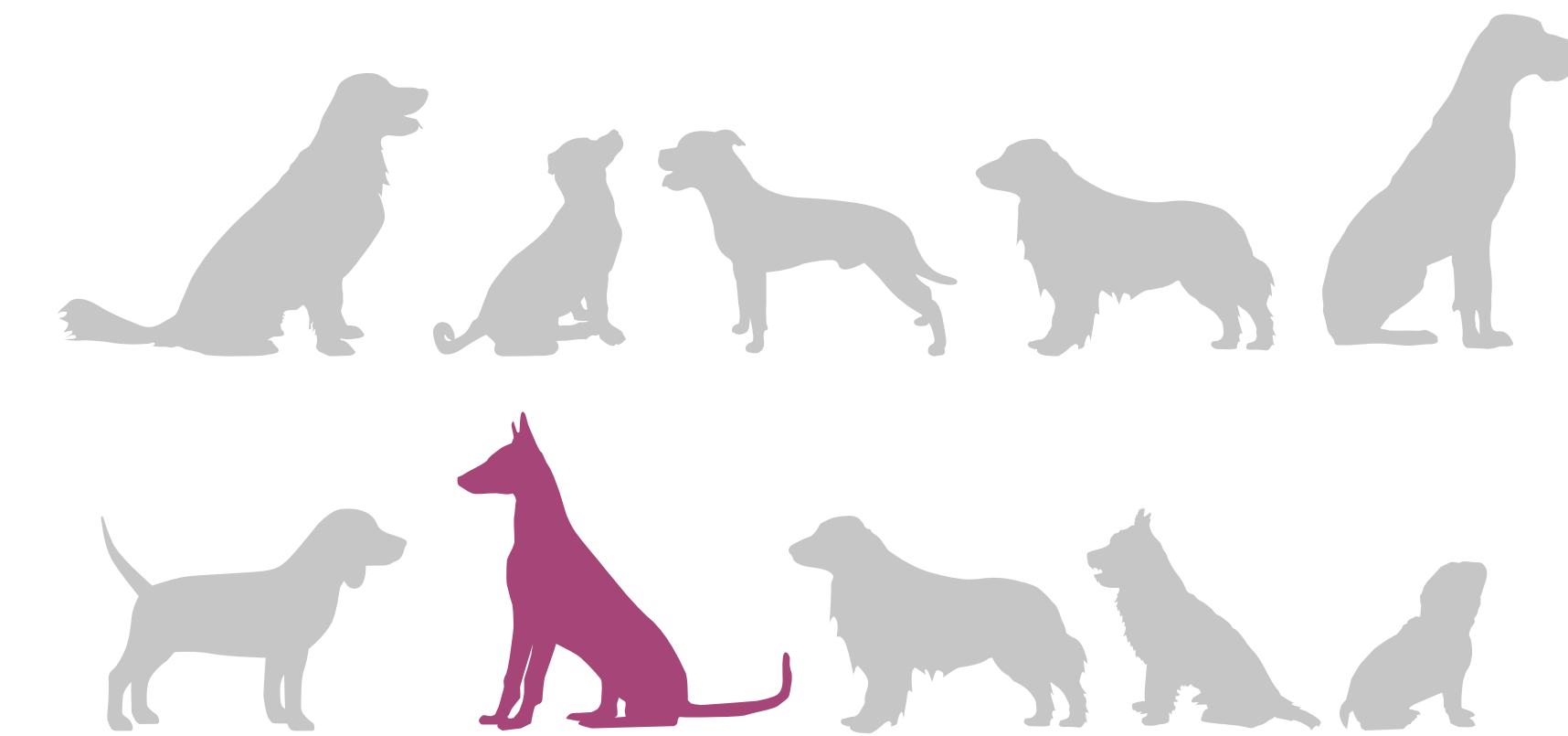
43% of cats with CKD have an abnormal appetite^[6].
(anorexia, hyporexia or alterations in food preferences).

1st cause of mortality in cats over 5 years of age^[7].



Chronic Kidney Disease affects up to **40%** of cats over the age of 10 years^[1].

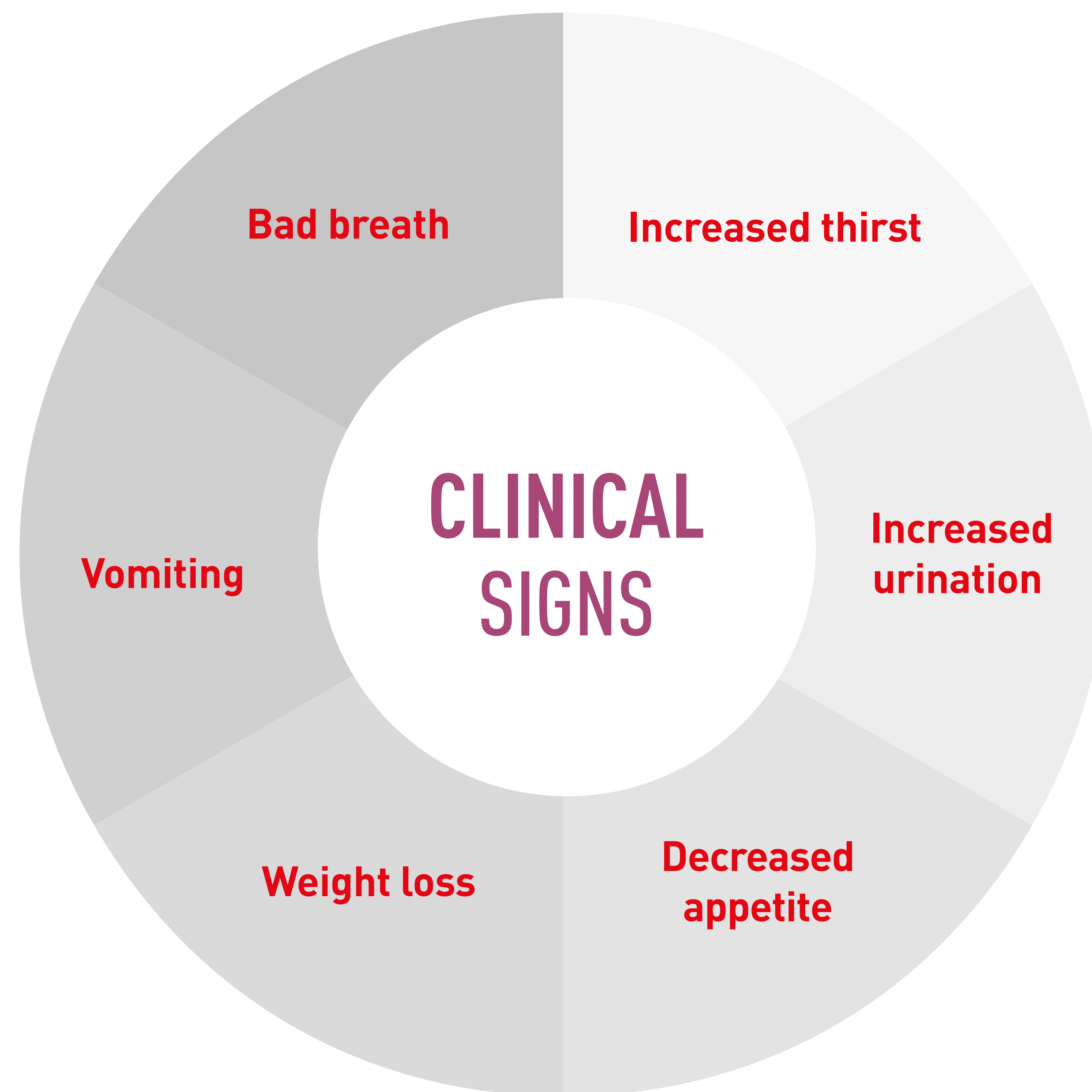
More than 1 in 10 dogs will **develop kidney disease** over a lifetime^[8].



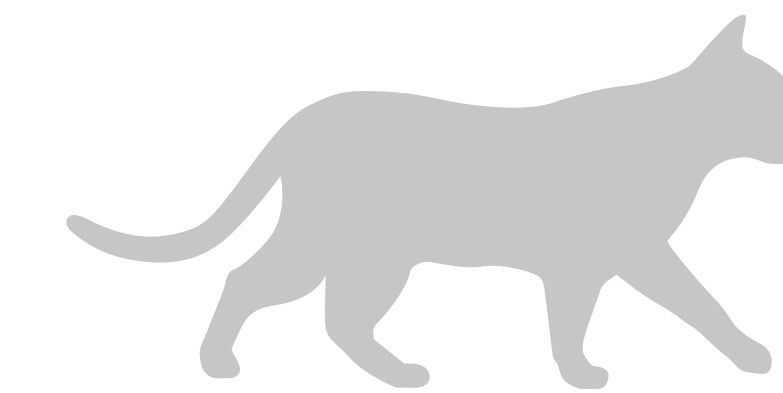
The prevalence for chronic kidney disease (CKD) in dogs varies widely (0.05-3.74%)^[9].

CLINICAL SIGNS

There are a number of clinical signs associated with CKD including:

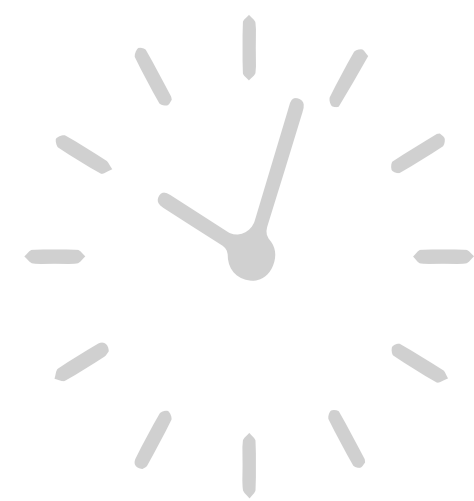


PET OWNER PERCEPTION



55% of cat owners don't realise cats can have kidney disease without appearing ill^[10].

EARLY DIAGNOSIS TOGETHER WITH APPROPRIATE MANAGEMENT AND NUTRITION ARE KEY



DETECT CKD EARLIER

There are no clear first signs of kidney disease so an early senior assessment is essential to diagnose and effectively support CKD.



PROVIDE EFFECTIVE NUTRITIONAL SOLUTIONS

Nutritional adaptations have been proven to be beneficial in supporting pets diagnosed with CKD, and where reduced appetite is common^[11].

Our range of nutritional solutions, with different aromatic profiles and textures, are adapted to support either early or more advanced stages of CKD.

THE EARLIER CKD IS DIAGNOSED, THE MORE TIME YOU HAVE FOR INTERVENTION

For many pets, diagnosis occurs only after the onset of symptoms visible to the owner when kidneys have lost more than 75% of their function^[13,14]

STEP
1



SDMA

SDMA biomarker allows early detection for cats and dogs **when only 25% of the kidney is lost**^[12,13].

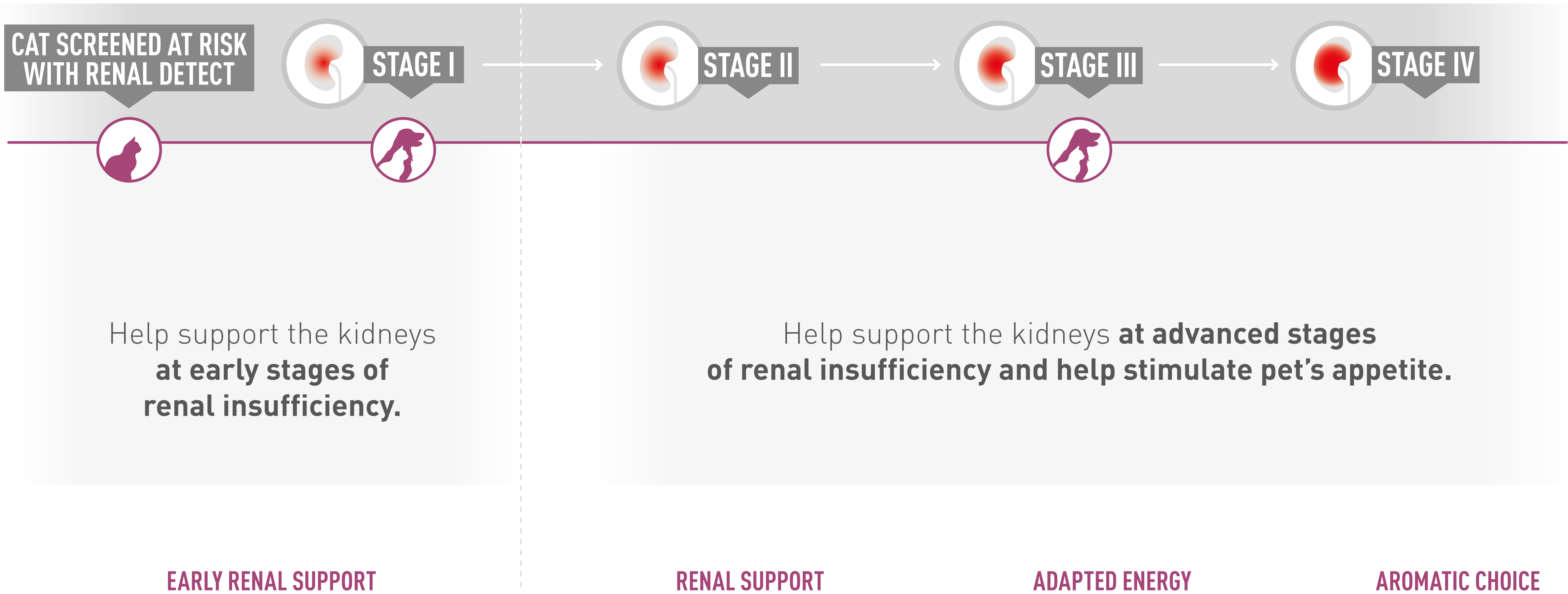


RENAL DETECT™

Recent breakthroughs in research and harnessing the power of data now enables Royal Canin **to provide a service** that detects if cats are at risk of developing CKD within 1 year.

STEP
2

FROM DIAGNOSIS TO NUTRITIONAL MANAGEMENT



STEP
2

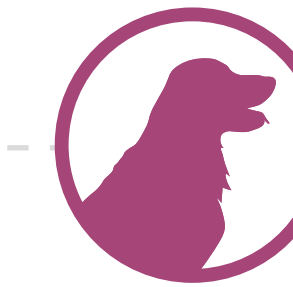
FROM DIAGNOSIS TO NUTRITIONAL MANAGEMENT

SUPPORT PETS IN THE EARLY STAGES OF CKD

(IRIS Stage 1 without Proteinuria and senior cats over 7 years of age detected at risk of developing CKD)



EARLY RENAL



Thin slices in gravy



Thin slices in gravy

STEP
2

FROM DIAGNOSIS TO NUTRITIONAL MANAGEMENT

SUPPORT CATS IN THE ADVANCED STAGES OF CKD

(IRIS Stage 2,3,4 and/or Proteinuria)

SINGLE CONDITION

RENAL



MULTIPLE CONDITIONS

IN CASES OF TUBE-FEEDING



Different aromatic profiles and textures to support your pet's appetite

Nutrient intolerance

STEP
2

FROM DIAGNOSIS TO NUTRITIONAL MANAGEMENT

SUPPORT DOGS IN THE ADVANCED STAGES OF CKD

(IRIS Stage 2,3,4 and/or Proteinuria)

SINGLE CONDITION

RENAL



MULTIPLE CONDITIONS

IN CASES OF
TUBE-FEEDING

NEW



Adapted kibble size
for dogs under 10 kg

NEW



Loaf

IMPROVED
FORMULA



Thin slices in gravy



Nutrient
intolerance



Different aromatic profiles and textures to support your pet's appetite

STEP
2

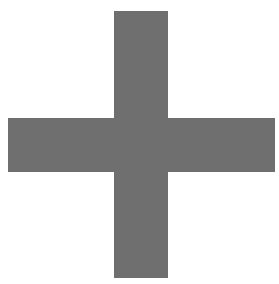
FROM DIAGNOSIS TO NUTRITIONAL MANAGEMENT

**ADDRESS FOOD AVERSION
AND LOSS OF APPETITE**

With a wide range of renal diets, including several aromatic profiles along with kibble texture, shape and size adaptations, **that can help stimulate decreased appetites and deliver optimum food acceptance and compliance**

DIFFERENT AROMATIC PROFILE

As an animal's first impression of a diet is formed by their nose, **the RENAL diets have been developed to each have a unique aromatic profile.**



DIFFERENT TEXTURE AND KIBBLE SHAPE & SIZE



With the same nutritional performance.



Each RENAL diet can be fed independently, or wet and dry foods can be combined **for a total of 19 mixed-texture feeding options.**

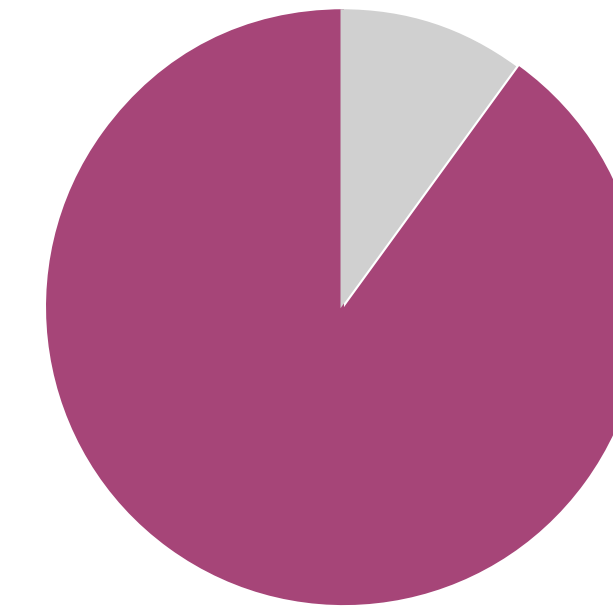
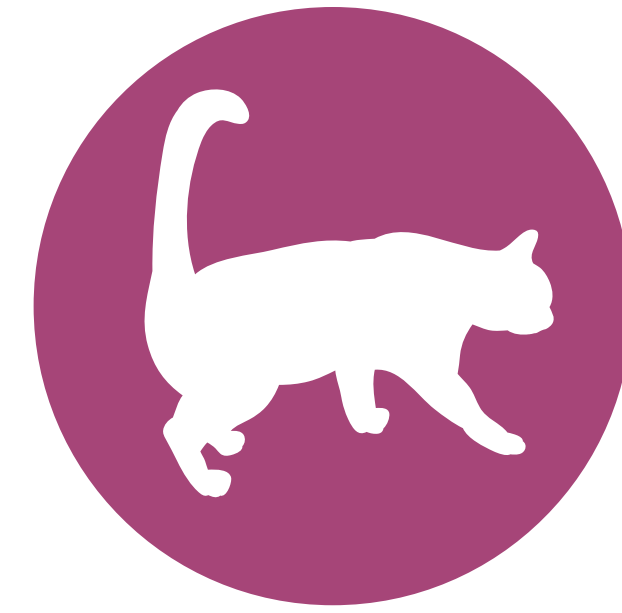
**HIGHLY PALATABLE DIETS
WITH 91% SATISFACTION^[20]**



MOBILITY SUPPORT.
**GET A HEAD
START.**

Tailored nutrition to help support healthy joint function for cats and dogs.

PREVALENCE OF MOBILITY DISORDERS



Lameness
is rarely exhibited
by cats with
osteoarthritis^[21].

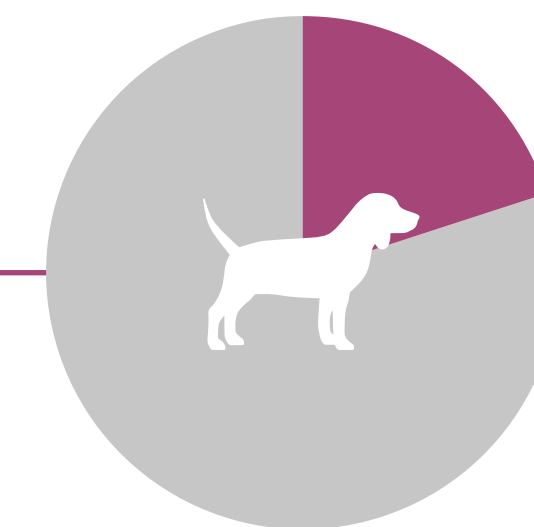
Up to **90%**
of cats over the age of 12
show radiological signs of
osteoarthritis^[22].



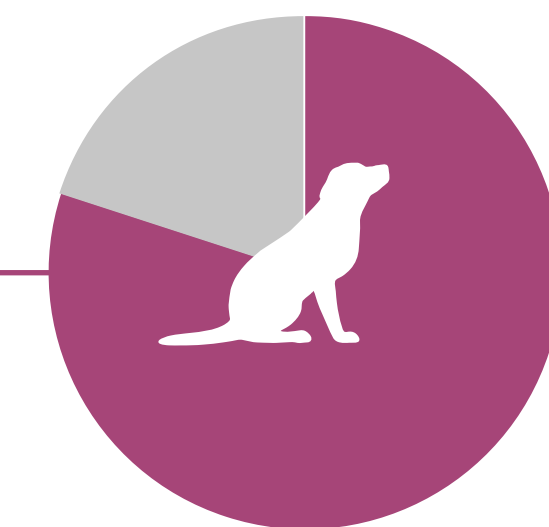
Osteoarticular
issues is the
2nd
affected system
after dermatology
for large breed dogs
of 10 years or older^[23].



1 YEAR



8 YEARS



Osteoarthritis is estimated to affect
20%
of dogs **over the age of 1 year**^[24].

Osteoarthritis affects up to
80%
of dogs over the age of 8 years^[25].

MOBILITY ISSUES

Joint deterioration is a vicious cycle and signs of arthritis vary greatly from cats to dogs

CLINICAL SIGNS



Cats can often hide signs of arthritis or show more subtle signs such as decreased activity, difficulty grooming or changes in normal behaviour.

CLINICAL SIGNS



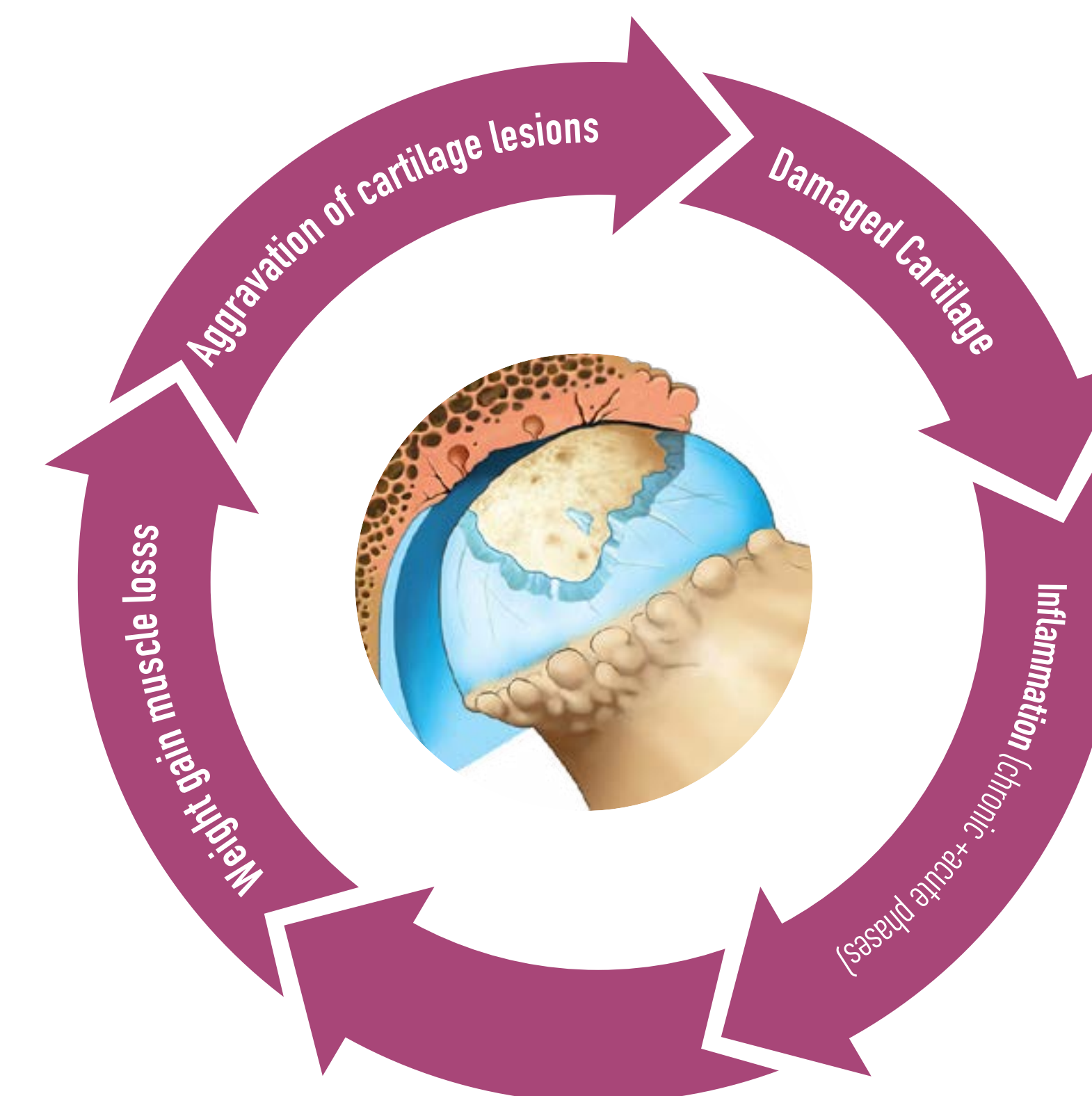
The most common signs of arthritis in dogs include:

- mild decrease in activity level
- stiffness when standing up
- limping
- muscle loss
- abnormal gait
- reluctance to jump or climb stairs

A VICIOUS CYCLE



How does joint deterioration progress?



INTERVENE AS EARLY AS POSSIBLE TO HELP SUPPORT HEALTHY JOINT FUNCTION

EARLY INTERVENTION

Identify those who may be prone to joint sensitivities and intervene early by recommending a nutritional solution to help support healthy joint function

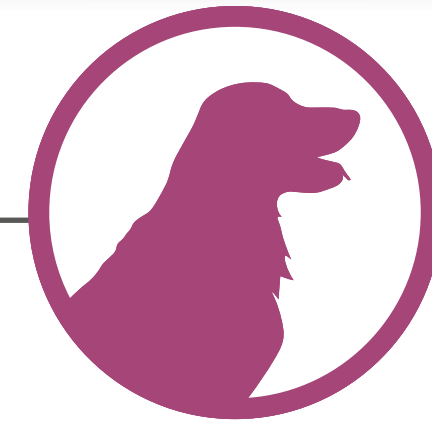
JOINT SENSITIVITIES



Pets which may be more prone to joint sensitivities include:

- Very active pets
- Ageing pets
- Large breeds
- Overweight pets
- Breeds more prone to joint sensitivities





A UNIQUE COMBINATION OF NUTRIENTS

Help support healthy cartilage and joint function

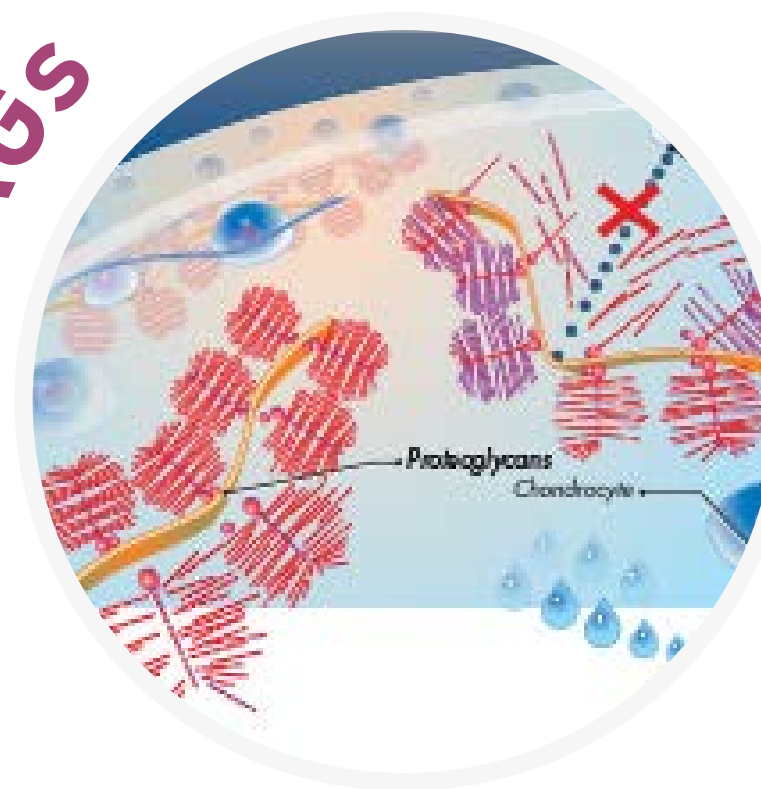
EPA + DHA

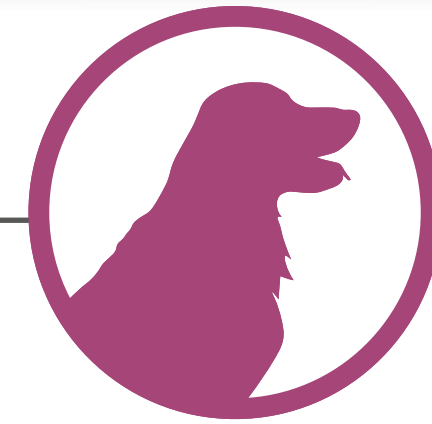


GLM



GAGs





NUTRITIONAL SOLUTIONS

MOBILITY SUPPORT

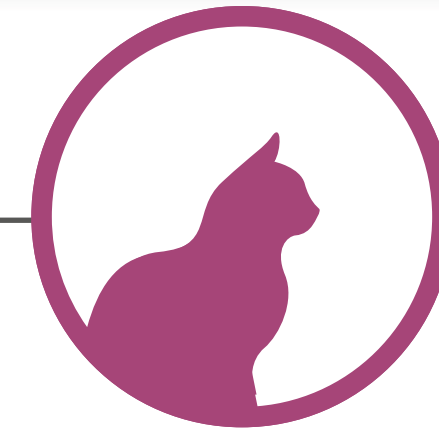


JOINT COMPLEX

OMEGA-3

MODERATE CALORIE

NUTRIENT COMBINATION



A UNIQUE COMBINATION OF NUTRIENTS

Help support healthy cartilage and joint function

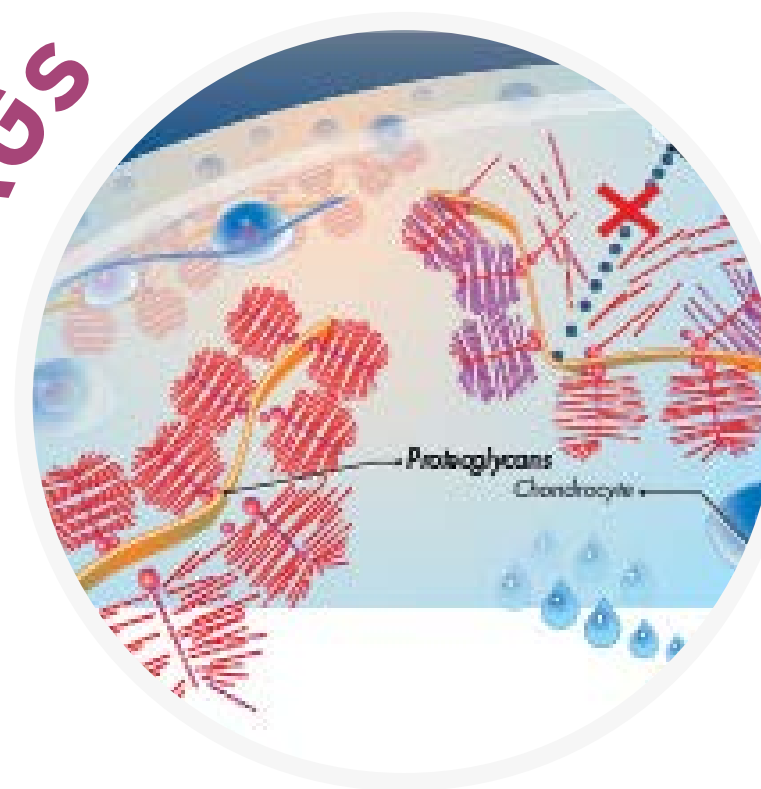
EPA + DHA



GLM



GAGS



SCIENTIFICALLY PROVEN

A study published in 2010* shows the synergistic effect of the three compounds in supporting mobility in cats.

- * Lascelles BDX, DePuy V, Thomson A, Hansen B, Marcellin-Little DJ, Biourge V, Bauer JE. Evaluation of a therapeutic diet for feline degenerative joint disease. J Vet Int Medicine 2010, 24, 487-495..



NUTRITIONAL SOLUTIONS

MOBILITY



MOBILITY SUPPORT

JOINT COMPLEX

ANTIOXIDANT COMPLEX



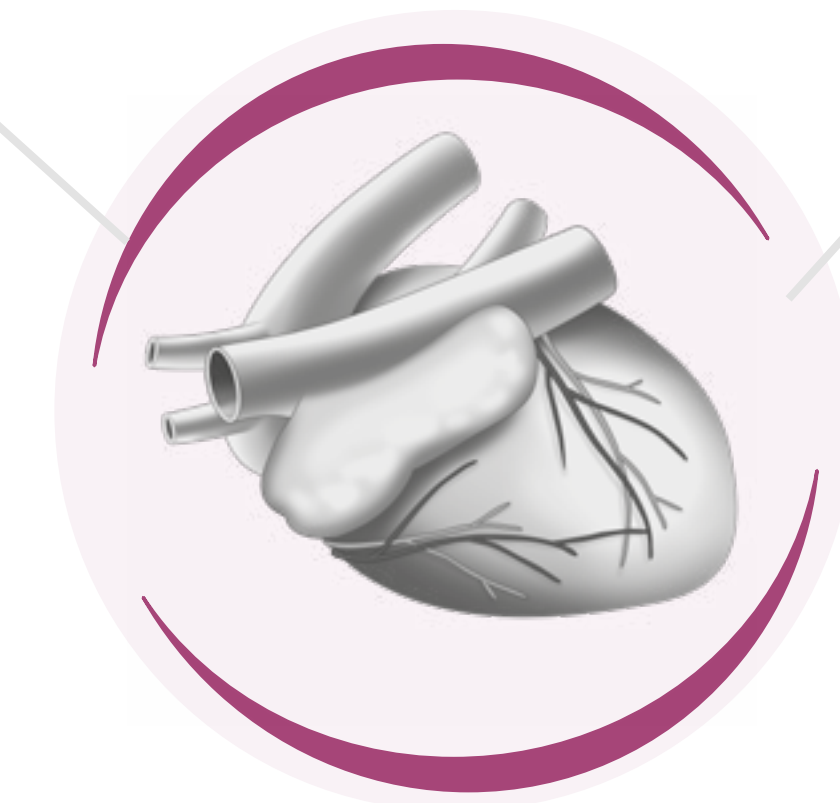
CARDIAC SUPPORT.
GET A HEAD
START.

Tailored nutritional solutions to support dogs heart function.

HEART FAILURE

Mitral valve regurgitation
affects up to **30%**
of dogs⁽²⁾.

75%
of heart disease developed
are associated with
valvular conditions⁽³²⁾.



CLINICAL SIGNS

There are a number of clinical signs of heart disease in dogs including:

- fatigue
- difficulty breathing
(especially during play or exercise)
- coughing
- fainting
- weight loss
- dental disease

Heart conditions affect
11%
of the dog population,
when all ages
combined⁽²⁾.

PET OWNER PERCEPTION

Nearly 4 in 5 dog owners are not aware that vomiting, dental disease or weight loss can be associated with heart disease and almost half (49%) of dog owners are not aware that ageing can also be associated with heart disease⁽¹⁰⁾.

NUTRITIONAL SOLUTION



CARDIAC



- Support cardiac function
- Help to reduce the workload on the heart
- Help maintain ideal bodyweight



Loaf

CARDIAC SUPPORT

EPA + DHA

LOW SODIUM

VET FOCUS: ONLINE EXPERT CONTENT

The worldwide journal for the companion animal veterinarian



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Issue 30.1 - July 2020

Front line ultrasound imaging of the feline kidney

Vital Support

Author: *Gregory Lisciandro*

Practices nowadays will have access to an ultrasound machine, using it for selected imaging of various cases; in this paper Greg Lisciandro discusses a structured approach to abdominal scanning can be used as a clinician's first-line physical exam, and explains how this can help rapid identification of abnormalities and related problems.



Issue 30.1 - July 2020

Protein restriction for cats with chronic kidney disease

Vital Support

Authors: *Nick Cave, Meredith J. Wall*

Feeding protein-restricted diets to cats with kidney disease has been a mainstay of the therapeutic approach to such cases for many decades, but controversies still remain; Meredith Wall and Nick Cave review the current state of knowledge and offer some advice for the clinician.

Most read articles

[Grain-free diets - good or bad?](#)

Issue 28.3 - November 2018

[The water requirements and drinking habits of cats](#)

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[Feeding behavior in cats](#)

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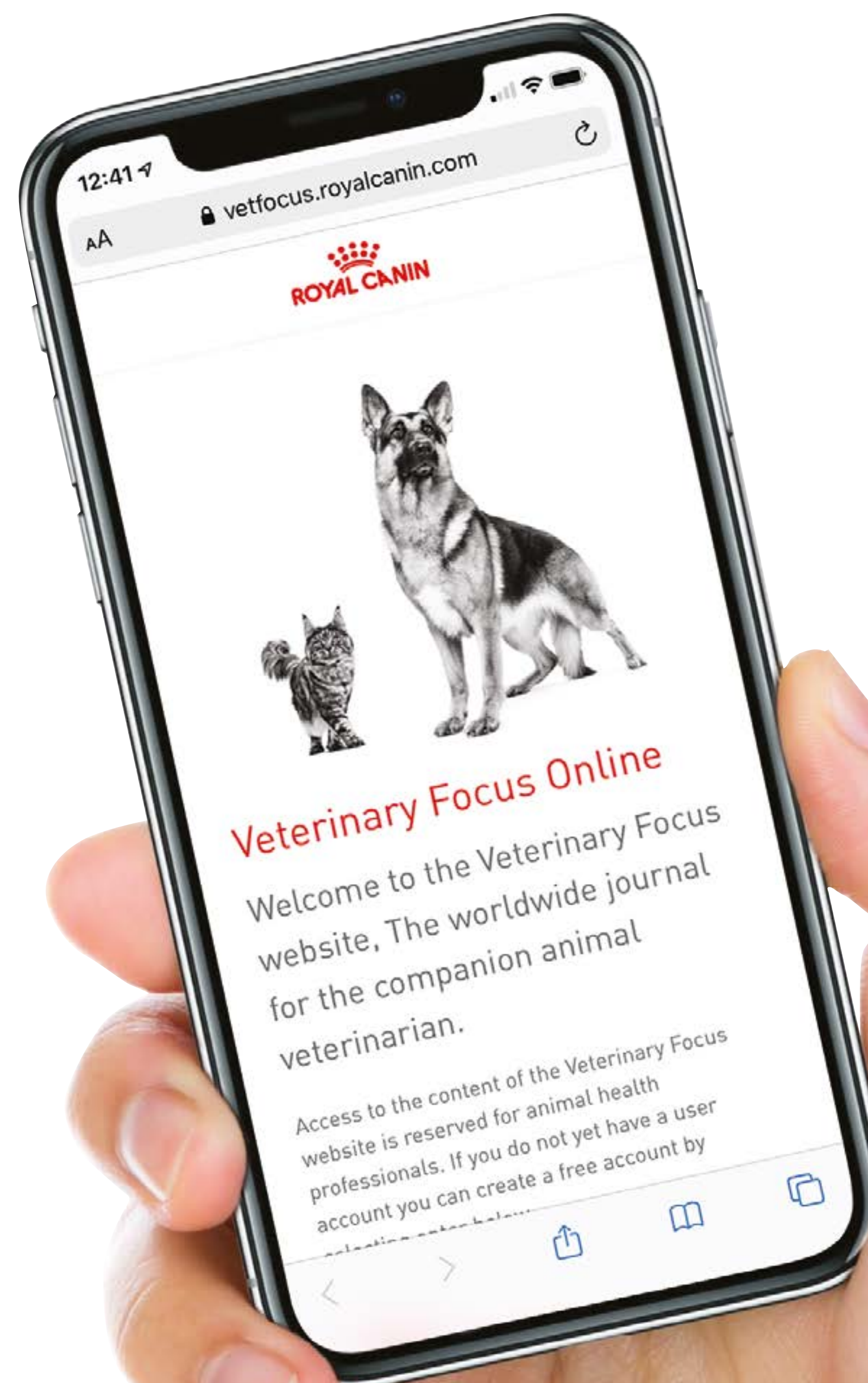
[Emergency care for kittens](#)

Issue 29.1 - March 2019

[Feline feeding toys](#)

Issue 29.1 - March 2019

[Feline infectious peritonitis](#)



VITAL SUPPORT. GET A HEAD START.



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