

START OF *Life*

FREQUENTLY ASKED QUESTIONS

1 Why is Start of Life nutrition important?

Nutrition has a huge impact on health. The WSAVA include Nutrition as the fifth Vital Assessment*. It is proven that what a puppy or kitten eats in their first months of life will impact the rest of their life. Start of Life nutrition therefore provides a good foundation for healthier adults.



2 Why Start of Life? What are the diets classified in this territory?

All puppies and kittens deserve the best start in life with all aspects of care, advice and nutrition. We recognise that only by delivering proper paediatric care and nutrition, will we bring the healthiest foundation for kittens & puppies to develop into the magnificent and healthy animal they have the potential to become. In 2022, our Start of Life range will be advanced with new look packaging, new product offerings and new formulations. What's more, this range will be available to provide the best start in life to all puppies and kittens from all purchasing channels, whether that's a veterinary practice, a pet speciality retail store or breeder.

The ROYAL CANIN[®] Start of Life territory provides tailored nutritional solutions to support the specific needs of puppies and kittens at each stage of growth. Included in the range for cats and dogs are dry and wet nutritional solutions suitable from gestation / lactation / newborn through to neutering or adulthood.

Research shows that 3 out of 4 pet owners look to their vet to give them advice on what to feed their new puppy or kitten, catering for the different size categories. This range supports the veterinarian's recommendations during their daily practise at the key first stages in a pet's life.



3 What has changed?

We already have excellent tailored products for puppies and kittens and with the advancements to the Start of Life range, there will be some minor adjustments to formulation. This has been done in order to maintain our compliance with FEDIAF guidelines and also to fulfil our commitment to using more sustainable raw materials, for example the gradual changeover from fish oil to algae oil. However, this is primarily a packaging change, and the formulation adjustments will not impact palatability, digestibility or balance of nutrients.



4 What are the new products available?

With the launch of the Start of Life territory, we have new wet product offerings for kittens; chunks in gravy, chunks in jelly and loaf texture all available in 85g pouches. For puppies we also have new wet product offerings; PUPPY Mini, Medium and Maxi chunks in gravy pouches, 85g size for Mini and 140g size for Medium and Maxi.

5 Where can I find out more about the science behind the diets?

Further reading available on through our Veterinary Focus magazines including 'the three step kitten consultation' guide:

[Click here](#)

Read more about the science behind Puppy Protech here:

[Click here](#)

6 Which diet should we feed kittens neutered at 6 months or earlier?

Neutering causes changes in a cat's metabolism, including a reduction in activity and an increased food intake, which can lead to weight gain. However, as kittens are still growing it's important not to limit the energy / nutrients they require. By following our Growth Charts we can assess if the intake is supporting a healthy growth or not, and thus adjust the feeding ration accordingly. Our recommendation therefore is:

NEUTERING
BEFORE 4 MONTHS



NEUTERING
BETWEEN
4 - 6 MONTHS



NEUTERING
> 6 MONTHS



7 What about puppies and kittens with specific sensitivities?

We have dedicated nutritional solutions for puppies and kittens with specific, identified sensitivities throughout the Veterinary Health Nutrition (VHN) range such as GASTROINTESTINAL Puppy and Kitten diets formulated for growth and designed for puppies and kittens with gastrointestinal issues.

PETS WITH IDENTIFIED SENSITIVITIES

VETERINARY HEALTH NUTRITION FOR PUPPIES AND KITTENS¹



1. For certain sensitivities, ROYAL CANIN® ADULT can be adapted to puppies and kittens



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.

