



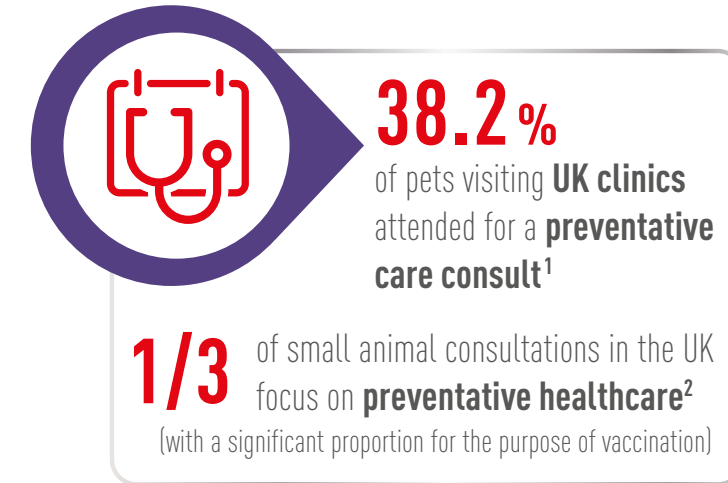
# HEALTH SHOULD NOT BE LEFT TO CHANCE

Tailored nutritional solutions to help support  
optimal health in cats and dogs



# PROVIDING PROACTIVE CARE

An opportunity to recommend products and services to help maintain the health of cats and dogs.



Nearly **90%** of dog owners and **75%** of cat owners consider routine checkups and preventative care as important<sup>3</sup>



Veterinarians remain the person pet owners trust the most about their pet's health<sup>5</sup>



**References:** 1. Robinson, N.J., Brennan, M.L., Cobb, M., Dean, R.S. Investigating preventive-medicine consultations in first-opinion small-animal practice in the United Kingdom using direct observation. *Prev Vet Med.* 2014 Feb 1;124: 69-77. 2. Belshaw, Z., Robinson, N.J., Dean, R.S., Brennan, M.L. Owners and Veterinary Surgeons in the United Kingdom Disagree about What Should Happen during a Small Animal Vaccination Consultation. *Vet Sci.* 2018;5(1):7. 3. Dr Marge Chandler, WSAVA 2019. 4. POTLOC Study on Preventive care June 2020 – US/CAN/UK/FR – 1,218 respondents. 5. Vets are the most trustworthy & knowledgeable source regarding nutrition according to insights from Cat owners relationship with the vet, Sky Consulting – Cat Owners in France. 6. CMI study, Pet owner category understanding 2020 7. 2017–2018 American Pet Product Association, National Pet Owners Survey. 8. PDSA PAW Report 2022. <https://www.pdsa.org.uk/what-we-do/pdsa-animal-wellbeing-report/paw-report-2022>. 9. German, A.J., Woods, G.T., Holden, S.L. et al (2018) Dangerous trends in pet obesity. *Veterinary Record* 182 (1). 10. Courcier, E.A., O' Higgins, R., Mellor, D.J. et al. (2010) Prevalence and risk factors for feline obesity in a first opinion practice in Glasgow, Scotland. *Journal of Feline Medicine and Surgery* 12 (10): 746-753. 11. Fernandes et al. (2012), Queck et al. (2018), Stella et al. (2018) and Clarke et al. (2010), Girard et al. (2009). 12. Hoffmann & Gaengler (1996), Stella et al. (2018) 13. The Veterinary Oral Health Council (VOHC) is a nonregulatory agency which includes representatives from professional dental colleges as well as allied veterinary groups. 14. ROYAL CANIN® Dental feline diet has been awarded the VOHC seal "helps control plaque" & our 2 ROYAL CANIN® Dental dog diets (Small Dogs and Medium & Large dogs) have been awarded the VOHC seal "helps control tartar". 15. Dinwoodie, I.R., Dwyer, B., Zottola, V., Gleason, D., Dodman, N.H. (2019). Demographics and comorbidity of behavior problems in dogs. *Journal of Veterinary Behavior*, 32: 62-71. 16. Grigg, E. K., & Kogan, L. R. (2019). Owners' Attitudes, Knowledge, and Care Practices: Exploring the Implications for Domestic Cat Behavior and Welfare in the Home. *Animals: an open access journal from MDPI*, 9(11), 978. 17. Source pet ownership surveys run in 2012-2015 in 44 markets. 18. Veterinary Health Nutrition including Urinary, Dermatology, Weight Management, Gastrointestinal and Vital Support ranges. 19. Sparkes, A.H. et al. ISFM Consensus Guidelines on the Diagnosis and Management of Feline Chronic Kidney Disease. *J Feline Med Surg.* 2016 Mar; 18(3): 219-39.

# NUTRITION PLAYS A KEY ROLE IN MAINTAINING THE HEALTH OF CATS AND DOGS



## ASSESS THE 5TH VITAL SIGN

By incorporating nutritional assessments into each consultation, as recommended by the WSAVA, you can help to support pets' health\*

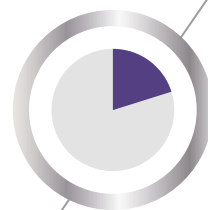
\*WSAVA Nutritional Assessment Guidelines. JSAP June 2011 - Copyright 2011 WSAVA.

## MEET YOUR PET OWNERS EXPECTATIONS

Your care builds strong bonds with pet owners and increases loyalty and trust



**9 out of 10**  
pet owners  
would like to receive a  
nutritional recommendation<sup>3</sup>.



But less than  
**2 out of 10**  
receive a nutritional  
recommendation today<sup>3</sup>.



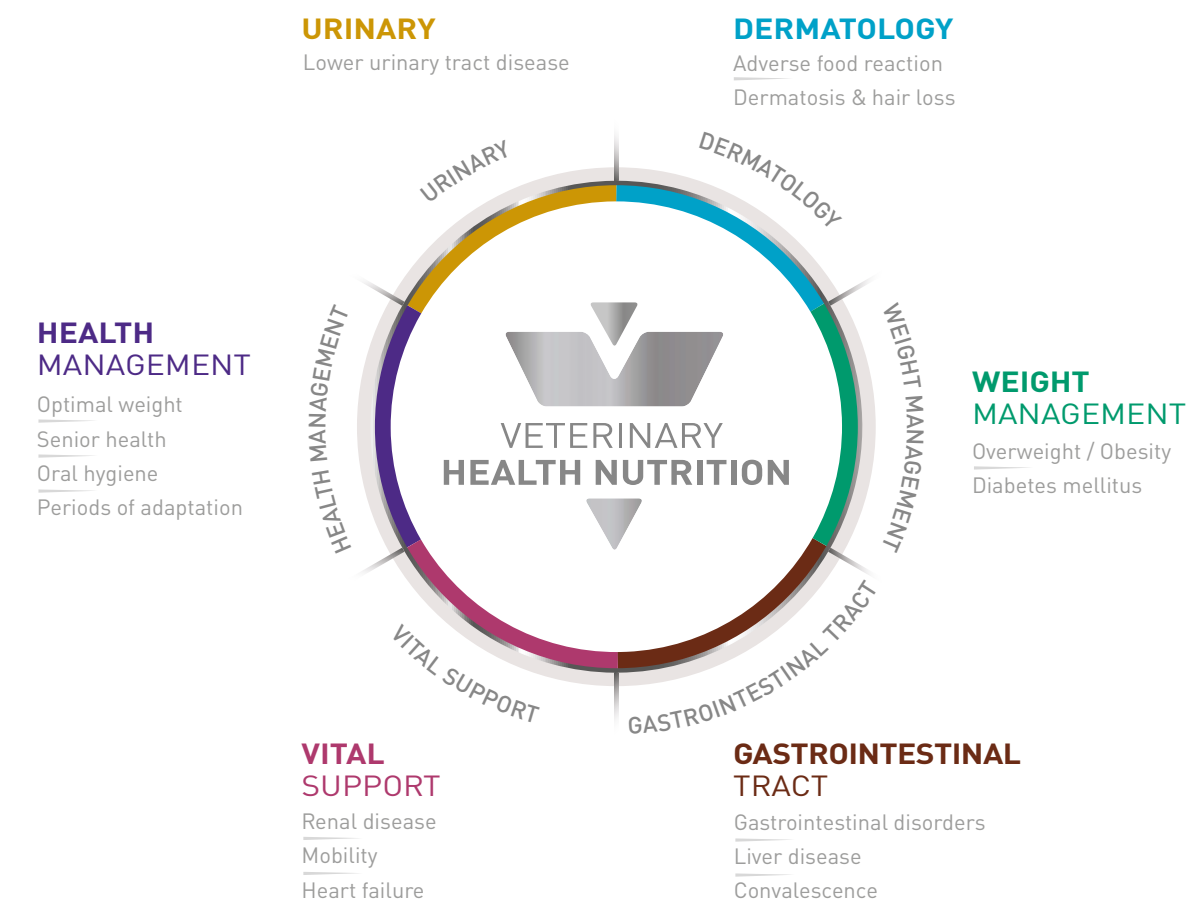
You have an opportunity to strengthen your bond with pet owners  
**Your expertise and recommendation of diets, supported by scientific evidence and clinical trials, will help to provide optimum nutritional management for your patients which in turn will lead to stronger relationships with your clients and successful growth for your business.**



# VETERINARY HEALTH NUTRITION OUR ADVANCED VETERINARY RANGE TO FACILITATE YOUR RECOMMENDATION

## ONE SIMPLIFIED RANGE TO EASE NAVIGATION

Always our best veterinary nutritional solutions to better answer pets' needs





# HEALTH SHOULD NOT BE LEFT TO CHANCE

Tailored nutritional solutions to help support optimal health in cats and dogs



**NEUTERED**

NEUTERED JUNIOR | NEUTERED SATIETY BALANCE | NEUTERED BALANCE | NEUTERED MAINTENANCE

**ADULT**

**MAINTAINING OPTIMAL WEIGHT**  
Recommend at neutering, vaccination and routine appointments



**CALM**

**PERIOD OF ADAPTATION**  
Help pets manage difficult situations



**PILL ASSIST**

**SUPPORT SUCCESSFUL PILL INTAKE**  
Pill administration



**DENTAL**

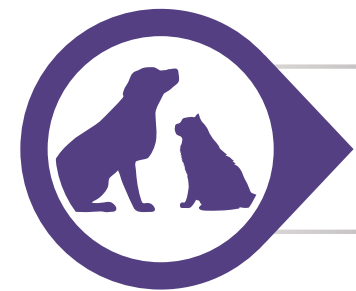
**ORAL HYGIENE**  
Recommend after dental scaling and regular checkups



**MATURE CONSULT**

**SUPPORT HEALTHY AGEING**  
Recommend at regular checkups for ageing pets

# MAINTAINING OPTIMAL WEIGHT



**89%** of cats and 70% of dogs are neutered.<sup>8</sup>

**65%** of dogs are overweight.<sup>9</sup>

**39%** of cats are overweight.<sup>10</sup>

To help keep pets at an optimal weight

## HIGH FIBRE

This formula helps to reduce spontaneous energy intake, thanks to appetite regulating fibres.



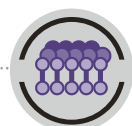
## OPTIMAL BODYWEIGHT

Moderate fat and calorie levels help cats to maintain ideal bodyweight. The adapted protein level helps support muscle mass.



## ENERGY BALANCE

Formula specifically designed to meet the energy and nutrient needs of intact adult cats.



## ANTIOXIDANT COMPLEX

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

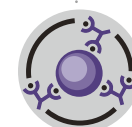


## OPTIMAL GROWTH

Formulated to support the growth of puppies, thanks to an adapted energy content, and balanced intake of protein and minerals.



For neutered junior medium breed dogs (adult bodyweight 11-25 kg)



## NATURAL DEFENCES SUPPORT

A complex of antioxidants (including vitamin E) and prebiotics to help support natural defences during growth.



For junior large breed dogs (adult bodyweight > 26 kg)



## BONE & JOINT SUPPORT

Formulated to help maintain healthy bones and joints.



For neutered adult large breed dogs > 26 kg



For neutered small breed dogs < 10 kg



## IDEAL BODYWEIGHT

Adapted formula and calorie level to help dogs maintain an ideal bodyweight. A blend of fibres help to promote the feeling of fullness.



## BONE & JOINT SUPPORT

Formulated to help maintain healthy bones and joints.



## SKIN & COAT

Contains nutrients that support hair growth and coat shine.

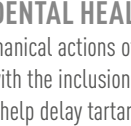


## DENTAL HEALTH

The mechanical actions of the kibble, coupled with the inclusion of a calcium binder help delay tartar build-up.



For neutered adult medium breed dogs 11-25 kg



## BONE & JOINT SUPPORT

Formulated to help maintain healthy bones and joints.



For adult medium breed dogs 11-25 kg



For adult large breed dogs > 26 kg



For adult small breed dogs < 10 kg



Diets with the S/O Index logo are formulated to promote a healthy urinary environment.



# ORAL HYGIENE



Periodontal disease affects **90% of adult cats and dogs.**<sup>11</sup> Small and toy breed dogs are particularly susceptible<sup>11</sup> and its incidence increases with age<sup>12</sup>.

## Help maintain pet's oral health

**ROYAL CANIN®**  
Dental diets have been awarded the **VOHC<sup>13</sup>** seal as they have been clinically proven to efficiently reduce tartar and plaque build-up<sup>14</sup>



**PLAQUE CONTROL**  
Clinically proven to efficiently reduce plaque build-up.



**BRUSHING EFFECT**  
The shape and size of the kibble support prehension and tooth penetration into the food. This helps to reduce plaque accumulation and tartar build-up.



HELPS CONTROL PLAQUE



**TARTAR CONTROL**  
Clinically proven to efficiently reduce tartar build-up.



**BRUSHING EFFECT**  
The shape and size of the kibble support prehension and tooth penetration into the food. This helps to reduce plaque accumulation and tartar build-up.

HELPS CONTROL TARTAR

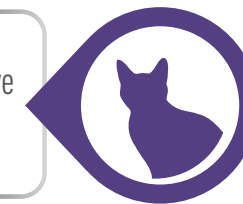


# PERIOD OF ADAPTATION



**85%** of dog owners reported their dog had problematic behaviours according to the Center for Canine Behavior Studies<sup>15</sup>

**47%** of cat owners said their cat 'misbehaved' including destructive behaviour, house-soiling, aggression and more<sup>16</sup>



## Help support pets prone to behaviour change in difficult situations



**HAIRBALL COMPLEX**  
A specific blend of fibres, including psyllium, helps control hairball formation by eliminating ingested hair through the stools.



**CALMING SUPPORT**  
Contains hydrolysed milk protein and L-tryptophan to help support cats exhibiting fearful behaviours in stressful environments and social situations.



**DIGESTIVE HEALTH**  
A highly digestible formula with balanced fibres, including probiotics, to support a healthy digestion and transit.



**CALMING SUPPORT**  
Contains hydrolysed milk protein and L-tryptophan to help support dogs in stressful situations, which may lead to the reduction of associated behaviours.



# SUPPORT SUCCESSFUL PILL INTAKE

## PILL ADMINISTRATION

**PILL ASSIST**

OVER **91%** SUCCESSFUL PILL INTAKE\*



**1 out of 4\*\*** pet owners leave the clinic with oral medication

**3 EASY STEPS...**



INSERT the pill



MOULD the Pill Assist product



GIVE and TREAT your pet



Diets with the S/O Index logo are formulated to promote a healthy urinary environment.

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

# SENIOR HEALTH CHECK



Pets are living longer

Almost **1/3** of cats and dogs are more than 7 years old.<sup>17</sup>  
 Due to the increased lifespan of our pets, age associated disorders are becoming more common

**EARLY ASSESSMENT TOGETHER WITH APPROPRIATE MANAGEMENT AND NUTRITION ARE KEY**

Healthy pets

Pets with identified sensitivities

HEALTH MANAGEMENT

OTHER VHN TERRITORIES<sup>18</sup>



SUPPORT OPTIMAL HEALTH

SUPPORT IN THE MANAGEMENT OF PETS WITH DISORDERS

DID YOU KNOW?<sup>18</sup>

**CKD**  
 30% of cats over 10 years old are affected by **chronic kidney disease**<sup>18</sup>

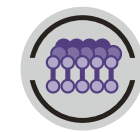
You can act with **RENAL DETECT**



To help support healthy ageing in cats and dogs



**VITALITY COMPLEX**  
 This formula includes a selection of nutrients that help to support vitality.



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



**HIGH FIBRE**  
 Contains fibres selected for their satiating effect, that promote the feeling of fullness.



**VITALITY & BRAIN HEALTH**  
 This formula includes a selection of nutrients that help to support vitality.



**MUSCLE MASS SUPPORT**  
 A specifically balanced formula to help maintain muscle mass.

**[S/O INDEX]**

Diets with the S/O Index logo are formulated to promote a healthy urinary environment.



# ROYAL CANIN VET SERVICES

ACCESS ALL OUR ONLINE SERVICES ON ONE DIGITAL PLATFORM



One single access to all tools on the Royal Canin Vet Services platform.



Easy to use and time saving tool to help strengthen your expertise.



Benefits for your clinic: bring **more value** to your consultations with tailor-made tools to help with **early detection** and **monitoring** for the pet's well-being.

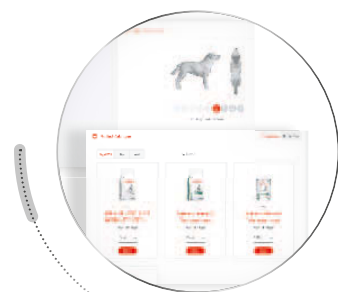


Benefits for your clients and their pets: **help to strengthen the relationship** with a **tailored recommendation** to meet their pets nutritional needs.



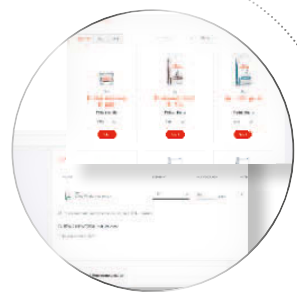
## Daily allowance

Provide pet owners with tailored guidelines for a recommended daily ration in just 30 seconds. Targeted pets: all pets, with the goal of maintaining their ideal Body Condition Score (BCS).



## Weight Management Programme

Set up a tailored weight loss plan for overweight and obese pets and track their progress. Targeted pets: overweight and obese pets, adult and senior pets, with the goal of supporting safe weight loss.



## Renal Detect

Detect whether a cat is at risk of developing chronic azotaemic kidney disease within the next 12 months. Targeted pets: cats over 7 years of age, with the goal of assessing the risk of developing chronic azotaemic kidney disease before clinical signs appear.

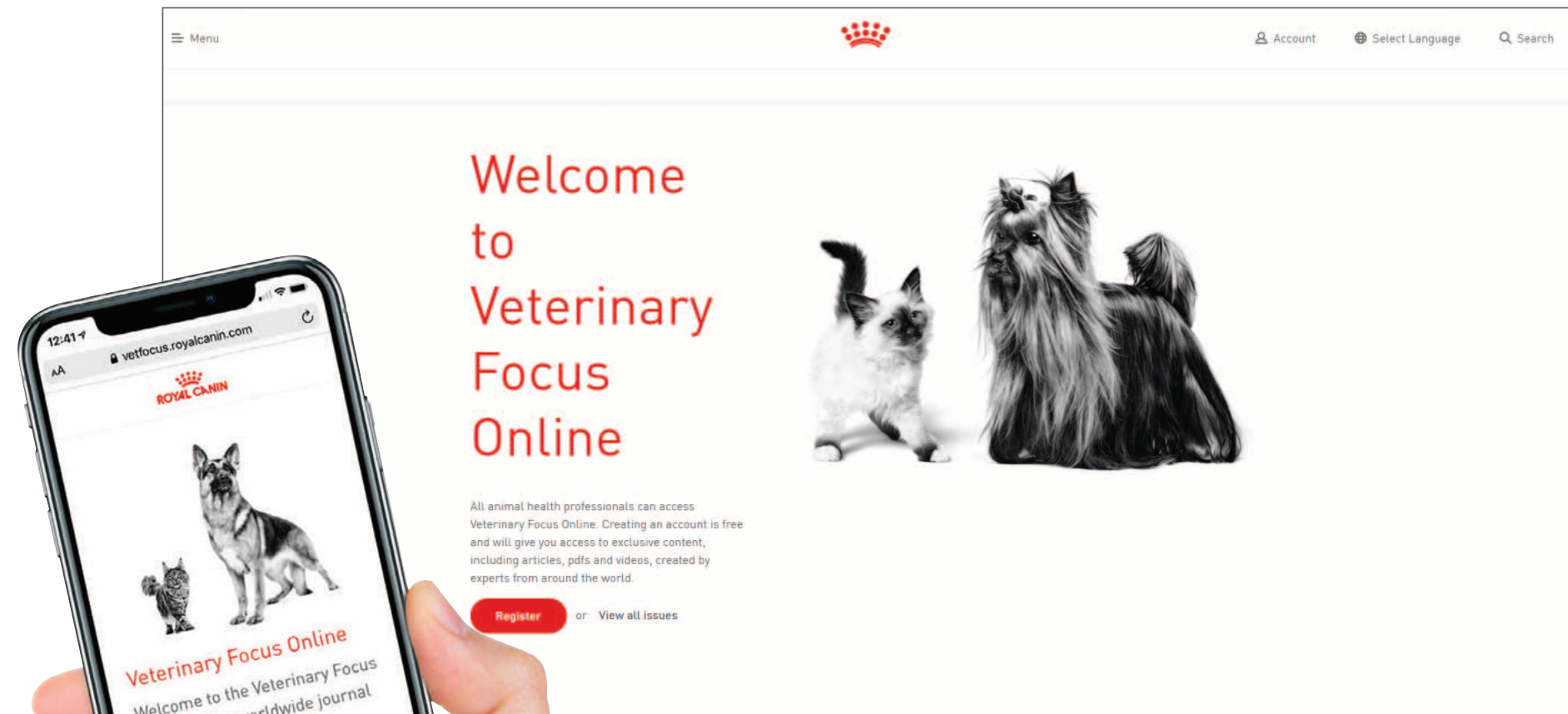


## Multifunction

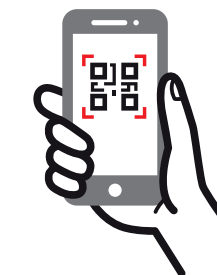
Order your Multifunction products in one minute. Targeted pets: all pets, with the goal of maintaining their ideal body condition score (BCS) while managing multiple conditions.

# VET FOCUS - EXPERT CONTENT ONLINE

THE WORLDWIDE JOURNAL FOR THE COMPANION ANIMAL VETERINARIAN



SCAN to discover more health management content in the Veterinary Focus online magazine



ALL ROYAL CANIN® NUTRITIONAL EXPERTISE IN A UNIQUE DIGITAL SERVICE DEDICATED TO VETERINARIANS





# START OF LIFE:

## VACCINATION, MICROCHIPPING AND NEUTERING

Feeding Start of Life Nutrition



ONLY  
**35-50%**

...of puppies are fed a puppy food

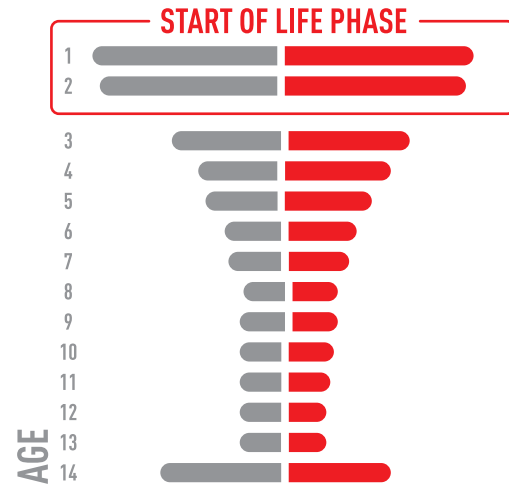


**15-30%**

...of kittens are fed a kitten food

Sources: Point Of Market Entry study; 2016 Germany and UK

Leverage existing early visits



100% of first visits feature nutritional advice, but then halves after that

Sources: Point Of Market Entry study; Nielsen Homescan: Dec 2015, UK, DE; Puppy and Kitten Consultations, CM Research, July 2020

Build nutrition assessment into every visit



5 vital signs

**3 OUT OF 4**



Pet owners look to their Vet to give them advice on what to feed their Puppy & Kitten

RC survey "owners relationship to the Vet: 2018; US,Fr,DE,Br,JP,Ru"

All kittens and puppies deserve the best start in life. Discover our tailored nutritional solutions to support the specific needs of puppies and kittens at each stage of growth



**START** OF *Life*



To learn more about our Start of Life range and how to transition from Start of Life to an appropriate adult diet, speak to your Veterinary Business Manager.



Pets with identified needs

Maintaining optimal weight

Gastrointestinal disorders

Dermatitis & hair loss



NEUTERED JUNIOR

GASTROINTESTINAL KITTEN

GASTROINTESTINAL PUPPY

SKIN CARE PUPPY

SMALL DOGS S



**PUTTING THE NEEDS OF CATS  
AND DOGS FIRST IS IN OUR DNA**





# HEALTH MANAGEMENT

HEALTH SHOULD NOT BE LEFT TO CHANCE



[www.royalcanin.com/uk](http://www.royalcanin.com/uk)

