

PET OBESITY HAS HIDDEN COSTS THAT OWNERS MAY NOT BE AWARE OF



REDUCED LIFE SPAN

STUDIES REVEAL THAT CATS AND DOGS
WITH EXCESS WEIGHT MAY LIVE SHORTER LIVES^{1,2}

OVERWEIGHT DOGS MAY LIVE UP TO **2.5 YEARS** LESS THAN THOSE OF AN IDEAL WEIGHT

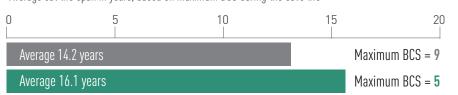


References:

1. Salt C et al. Association between life span and body condition in neutered client-owned dogs. J Vet Intern Med 2018;1-11. 2. Teng KT et al. Strong associations of 9-point body condition scoring with survival and life span in cats. J Feline Med Surg 2018;1-9. 3. Scarlett JM and Donoghue S. Obesity in cats: Prevalence and prognosis. Vet Clin Nutr 1996; 3:128-132. 4. Poppl AG et al. Canine diabetes mellitus risk factors: A matched case-control study. Res Vet Sci 2017;114:469-473. 5. German A.J. et al. Obesity, its associated disorders and the role of inflammatory adipokines in companion animals. Vet J; 185:4-9. 6. Bomberg E et al. The financial costs, behaviour and psychology of obesity: a one health analysis. J Comp Path 2017;156:310-325.

MARKEDLY OBESE CATS MAY HAVE THEIR LIFE SPAN SHORTENED BY AN AVERAGE OF **1.9 YEARS** COMPARED TO CATS IN NORMAL BODY CONDITION

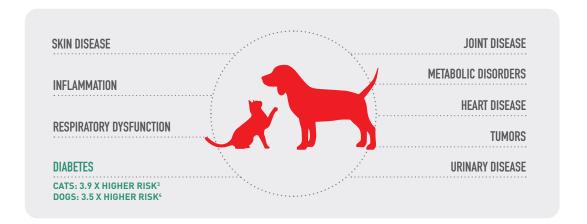
Average cat life span in years, based on maximum BCS during the cat's life



REDUCED LONG-TERM HEALTH

OBESITY IS A GATEWAY TO ASSOCIATED DISEASES AND CONDITIONS3-5







A LIFETIME OF EXTRA EXPENSE

OWNERS OF OBESE PETS SPENT MORE ON AVERAGE THAN OWNERS OF HEALTHY WEIGHT PETS⁶

Dog owners spent



- + 17% more on healthcare costs
- + 25% more on medications

Cat owners spent



- + 36% more on diagnostic procedures
- + 53% more on surgical services

Data from cats and dogs monitored over a 4-year period.



97% SUCCESS RATE FOR WEIGHT LOSS 78.9*

STARTS WITH A CONVERSATION ABOUT BEGGING BEHAVIOR

Overweight pets are common, but the conversation about weight is not an easy one.



For veterinarians...

- Owners may not think their pet is overweight¹⁰
- Client compliance is difficult to achieve



...and for pet owners

- Concern that a weight loss program may cause increased hunger for their pet⁷
- Concern that a weight loss program will impact the relationship they have with their pet¹¹
- Talk openly to your clients about the impact of begging and obesity to help them manage their pet's health.

Reference

7. Flanagan J et al. Success of a weight loss plan for overweight dogs: the results of an international weight loss study. PLoS One 2017;12{9}:e0184199. 8. Hours MA et al. Factors affecting weight loss in client owned cats and dogs: data from an international weight loss study. Proc of 16th Annual AAVN Clinical Nutrition and Research Symposium; Denver (USA); June 8, 2016. 9. Flanagan J et al. An international multi-centre cohort study of weight loss in overweight cats: Differences in outcome in different geographical locations. PLoS One. 2018 Jul 25;13(7):e0200414. 10. White GA et al. Canine obesity: is there a difference between veterinarian and owner perception? J Small Anim Pract 2011;52:622-626. 11. Kienzle E and Bergler R. Human-animal relationship of owners of normal and overweight cats. J Nutr 2006;136:19475-1950S.



4 STEPS

TO A SUCCESSFUL WEIGHT CONVERSATION

1 EXPLORE



HELP OWNERS UNDERSTAND THEIR PET'S BODY CONDITION

- Encourage the owner to see and feel their pet's body condition
- Explain what a body condition score is and what the score means

2 CONNECT



FIND COMMON GROUND AROUND BEGGING AND TREATING HABITS

- Ask if the owner notices begging behavior
- Acknowledge that begging is common and a challenge
- Ask if the owner is aware of why pets beg, beyond food or treats
- Encourage the owner to adopt a new reward strategy to keep the bond, such as playing, petting, grooming and exercise

3 EDUCATE



OUTLINE THE BENEFITS OF A HEALTHY WEIGHT

- Explain to the owner how maintaining a healthy weight can help improve the pet's quality of life
- Explain that **activity levels** may improve after just 2 weeks^{7,9}

4 SUPPORT



RECOMMEND A COMPREHENSIVE APPROACH TO HEALTHY LIFESTYLE AND FEEDING

- Encourage regular exercise and play activities
- Stress the importance of regular follow-up appointments
- Make an individual nutrition recommendation with the ROYAL CANIN® SATIETY™ SUPPORT product line

st On completion of 3-month weight loss program

ROYAL CANIN° SATIETY SUPPORT

FOR WEIGHT LOSS AND WEIGHT MAINTENANCE

Each SATIETY™ SUPPORT diet is formulated with a special blend of fibers, high protein and targeted nutrients to help overweight adult pets lose weight and to help reduce their begging behavior.

- √ 97% of pets lost weight in 3 months^{7,8,7}
- ✓ Clinically proven weight loss and maintenance after weight loss
 ¹⁸
- ✓ Helped control begging during weight loss in 82% of cats and dogs
 ^{7,87}



ROYAL CANIN® SATIETY™ SUPPORT FELINE FORMULAS

SATIETY SUPPORT WEIGHT MANAGEMENT



DIET RECOMMENDED FOR

- Weight loss in overweight or obese adult cats
- Weight maintenance after weight loss
- Fiber-responsive gastrointestinal disease

ROYAL CANIN® SATIETY™ SUPPORT WEIGHT MANAGEMENT is a high-fiber,

high-protein diet that has been formulated to help promote weight loss in overweight or obese cats as part of a veterinary-supervised weight reduction program.

BENEFITS



EFFECTIVE WEIGHT MANAGEMENT

Provides safe weight loss and helps avoid weight regain. 97% of cats lost weight in 3 months.



BEGGING CONTROL

High natural fiber level keeps cats satisfied between meals. Helps control begging in 82% of cats during weight loss.



MUSCLE MASS MAINTENANCE

High protein content helps support healthy weight loss while maintaining muscle mass.

S/O

SIZE / FORMATS

Dry: 12 oz, 7 lb and 18.7 lb bags





DIET RECOMMENDED FOR

- Weight loss in overweight or obese adult cats
- Weight maintenance after weight loss
- Fiber-responsive gastrointestinal disease

ROYAL CANIN® SATIETY™ SUPPORT WEIGHT MANAGEMENT is a high-fiber.

high-protein diet that has been formulated to help promote weight loss in overweight or obese cats as part of a veterinary-supervised weight reduction program.

BENEFITS



EFFECTIVE WEIGHT MANAGEMENT

Provides safe weight loss and helps avoid weight regain.



BEGGING CONTROL

Nutritional approach that helps keep cats satisfied between meals.



MUSCLE MASS MAINTENANCE

High protein content helps maintain muscle mass during weight loss.

S/O| Index]

SIZE / FORMATS

Wet: 3 oz (thin slices in gravy) and 5.8 oz (loaf in sauce) cans

SATIETY

Treats



DIET RECOMMENDED FOR

 Most appropriate for cats fed SATIETY™ SUPPORT Weight Management

ROYAL CANIN® SATIETY™ FELINE TREATS

are a safe and effective treat option for cats on SATIETY™ SUPPORT, or for cats undergoing a weight loss plan, with only 0.9 kcal per treat to help support a healthy weight.

BENEFITS



LOW CALORIE

Only 0.9 kcal per treat to support a healthy weight.

S/O

SIZE / FORMATS

Dry: 7.7 oz bag



INNOVATIVE CROSS KIBBLE SHAPE

The ROYAL CANIN® SATIETY™ SUPPORT Canine formula contains a specially designed cross kibble shape.



60% more dogs never begged**



Promotes prolonged chewing for slower food intake



Improves palatability for medium and large breed dogs^{12**}



Reference

12. Sagols E *et al.* Comparison of the effects of different kibble shape on voluntary food intake and palatability of weight loss diets in pet dogs. Res Vet Sci 2019;124:375-382.





DIET RECOMMENDED FOR

- Weight loss in overweight or obese adult dogs
- Weight maintenance after weight loss
- Fiber-responsive gastrointestinal disease

ROYAL CANIN® SATIETY™ SUPPORT WEIGHT MANAGEMENT is a high-fiber,

high-protein diet that has been formulated to promote weight loss in overweight or obese dogs as part of a veterinary-supervised weight reduction program.

BENEFITS



EFFECTIVE WEIGHT MANAGEMENT

Provides safe weight loss and helps avoid weight regain. 97% of dogs lost weight in 3 months.



BEGGING CONTROL

High natural fiber level keeps dogs satisfied between meals. Helps control begging in 83% of dogs during weight loss.



SIZE / FORMATS

Dry: 7.7 lb, 17.6 lb and 26.4 lb bags

MUSCLE MASS MAINTENANCE

High protein content helps support healthy weight loss while maintaining muscle mass.

SATIETY SUPPORT



DIET RECOMMENDED FOR

- Weight loss in overweight or obese adult dogs
- Weight maintenance after weight loss
- Fiber-responsive gastrointestinal disease

ROYAL CANIN® SATIETY™ SUPPORT WEIGHT MANAGEMENT is a high-fiber.

high-protein diet that has been formulated to promote weight loss in overweight or obese dogs as part of a veterinary-supervised weight reduction program.

BENEFITS



EFFECTIVE WEIGHT MANAGEMENT

Helps provide safe weight loss and avoid weight regain.



BEGGING CONTROL

Nutritional approach that helps keep dogs satisfied between meals.



MUSCLE MASS MAINTENANCE

High protein content helps maintain muscle mass during weight loss.

S/O

SIZE / FORMATS

Wet: 13.4 oz (loaf in sauce) cans

SATIETY SUPPORT

IT MANAGEMENT

S



DIET RECOMMENDED FOR

- Weight loss in overweight or obese adult small dogs (22 lbs and under)
- Weight maintenance after weight loss
- Fiber-responsive gastrointestinal disease

ROYAL CANIN® SATIETY™ SUPPORT SMALL DOG WEIGHT MANAGEMENT

is a high-fiber, high-protein weight loss diet formulated to help overweight dogs 22 lbs and under lose weight.

BENEFITS



EFFECTIVE WEIGHT MANAGEMENT

Provides safe weight loss and helps avoid weight regain. 97% of dogs lost weight in 3 months.



BEGGING CONTROL

High natural fiber level keeps dogs satisfied between meals. Helps control begging in 83% of dogs during weight loss.



SPECIFICALLY FORMULATED FOR SMALL DOGS Adapted formula to meet the

specific digestive, dental and urinary sensitivities of small dogs.



SIZE / FORMATS Dry: 1.5 lb and 6.6 lb bags

SATIETY

Treats



DIET RECOMMENDED FOR

 Most appropriate for dogs fed: SATIETY™ SUPPORT or SATIETY™ SUPPORT SMALL DOG Weight Management

ROYAL CANIN® SATIETY™ TREATS are a safe and effective treat option for dogs on SATIETY™ SUPPORT, or for dogs undergoing a weight loss plan, with only 3.5 kcal per treat to help support a healthy weight.

BENEFITS



LOW CALORIE Only 3.5 kcal per treat to

unly 3.5 kcal per treat to support a healthy weight.



SIZE / FORMATS

Dry: 17.6 oz bags

MULTIFUNCTION

SATIETY HYDROLYZED PROTEIN



DIET RECOMMENDED FOR

- Weight loss
- Food elimination trial
- Adverse food reactions with dermatological and/or gastrointestinal signs

ROYAL CANIN® SATIETY™ SUPPORT + HYDROLYZED PROTEIN is a high-fiber,

high-protein diet formulated to help promote weight loss in overweight cats while helping to manage adverse food reactions. The special fiber blend helps decrease begging behavior while the hydrolyzed protein is highly digestible and helps support gastrointestinal and dermatologic health.

BENEFITS



EFFECTIVE WEIGHT MANAGEMENT

Provides safe weight loss and helps avoid weight regain. 97% of cats lost weight in 3 months using this nutritional approach.



BEGGING CONTROL

High natural fiber level keeps cats satisfied between meals. Nutritional approach shown to help control begging in 82% of cats during weight loss.



HYDROLYZED PROTEIN

Hydrolyzed soy protein, composed of low molecular weight peptides, is highly digestible and supports gastrointestinal and dermatological health.



SKIN BARRIER

formulated to support the skin's natural protective barrier for skin health.



SIZE / FORMATS

Dry: 6.6 lb and 15.4 lb bags

MULTIFUNCTION

SATIETY 1 HYDROLYZED PROTEIN



DIET RECOMMENDED FOR

- Weight loss
- Food elimination trial
- Adverse food reactions with dermatological and/or gastrointestinal signs

ROYAL CANIN® SATIETY™ SUPPORT

HYDROLYZED PROTEIN is a high-fiber, high-protein diet formulated to help promote weight loss in overweight dogs while helping to manage adverse food reactions. The special fiber blend helps decrease begging behavior while the hydrolyzed protein is highly digestible and helps support gastrointestinal and dermatologic health.

BENEFITS



EFFECTIVE WEIGHT MANAGEMENT

Provides safe weight loss and helps avoid weight regain. 97% of dogs lost weight in 3 months using this nutritional approach.



BEGGING CONTROL

High natural fiber level keeps dogs satisfied between meals. Nutritional approach shown to help control begging in 83% of dogs during weight loss.



HYDROLYZED PROTEIN

Hydrolyzed soy protein, composed of low molecular weight peptides, is highly digestible and supports gastrointestinal and dermatological health.



SKIN BARRIER

ormulated to support the skin's atural protective barrier for skin

SIZE / FORMATS

Dry: 6.6 lb, 15.4 lb and 24.2 lb bags

GLYCOBALANCE



DIET RECOMMENDED FOR

Diahetes mellitus

ROYAL CANIN® FELINE GLYCOBALANCE™

is specifically formulated to help minimize post-prandial blood glucose fluctuations in cats. This highly palatable diet features high protein content that helps maintain muscle mass. It also contains prebiotics, soluble and insoluble fibers and reduced starch content.

BENEFITS



GLUCOMODULATION

Formulated to help in the management of post-prandial blood glucose levels.



A high protein content helps to maintain muscle mass.



REDUCED STARCH

Formulated with a reduced level of starch, 29% less than Feline Health Nutrition Adult Fit and Active.

S/0

SIZE / FORMATS

Dry: 4.4 lb bags

GLYCOBALANCE



DIET RECOMMENDED FOR

Diahetes mellitus

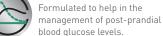
ROYAL CANIN® FELINE GLYCOBALANCE™

is specifically formulated to help minimize post-prandial blood glucose fluctuations in cats. This highly palatable diet features high protein content that helps maintain muscle mass. It also contains prebiotics, soluble and insoluble fibers and reduced starch content.

BENEFITS



GLUCOMODULATION





A high protein content helps to naintain muscle mass.



REDUCED STARCH

Formula that contains a reduced evel of starch, 54% less than Feline Health Nutrition Adult Instinctive (thin slices in gravy).

S/O INDEX

SIZE / FORMATS

Wet: 3.0 oz (thin slices in gravy) cans

GLYCOBALANCE



DIET RECOMMENDED FOR

Diahetes mellitus

ROYAL CANIN® CANINE GLYCOBALANCE™

is specifically formulated to help minimize postprandial blood glucose fluctuations in dogs. This highly palatable veterinary-exclusive diet features high protein content that helps maintain muscle mass. It also contains prebiotics, soluble and insoluble fibers and reduced starch content.

BENEFITS



GLUCOMODULATION

formulated to help in the management of post-prandial blood glucose levels.



HIGH PROTEIN

A high protein content helps to maintain muscle mass.



SIZE / FORMATS

Dry: 7.7 lb and 17.6 lb bags

REDUCED STARCH

Formulated with a reduced level of starch, 49% less than Canine Size Health Nutrition Medium Adult.

GLYCOBALANCE



DIET RECOMMENDED FOR

Diahetes mellitus

ROYAL CANIN® CANINE GLYCOBALANCE™

is specifically formulated to help minimize postprandial blood glucose fluctuations in dogs. This highly palatable veterinary-exclusive diet features high protein content that helps maintain muscle mass. It also contains prebiotics, soluble and insoluble fibers and reduced starch content.

BENEFITS



GLUCOMODULATION

Formulated to help in the management of post-prandial blood glucose levels.



A high protein content helps to maintain muscle mass.



REDUCED STARCH Formulated with a reduced level

of starch, 15% less than Canine Size Health Nutrition Medium Adult (chunks in gravy).

[S/0]

SIZE / FORMATS

Wet: 13.4 oz (loaf in sauce) cans

ONE GOAL:A HEALTHIER FUTURE

By partnering with veterinarians like you, we've developed specialized products for weight loss and weight maintenance issues, diabetes and adverse food reactions. And as your nutritional partner, we'll continue to search for additional innovative solutions that support you, your patients and your clients.



Together, we can help all of your patients enjoy their best health possible.













Royal Canin USA, Inc.
500 Fountain Lakes Blvd., Suite 100, St. Charles, MO 63301
1-800-592-6687 - www.royalcanin.com
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VETERINARY HEALTH NUTRITION FORMULAS

AT-A-GLANCE

Exclusively for veterinarians and veterinary clinics



	Royal Canin® Diet Name	Formulated to Nutritionally Support the Following Conditions: • Features and Benefits	Additional Benefits	Royal Canin® Dry Diet	Royal Canin® Wet Diet	Hill's® Comparable Product	Purina® Comparable Product
JRINARY		Calcium Oxalate and Struvite Urolithiasis Helps in both the dissolution of pure struvite stones and in the prevention of future struvite and calcium oxalate crystals and stones Relative Super Saturation (RSS) methodology predicts the crystallization potential of urine:	[S/O]	6.6 lb 17.6 lb 25.3 lb	12.5 OZ 13.5 OZ	Comparable Product S/d® C/d® Multicare S/d® G/d® Multicare Metabolic + Urinary Metabolic + Urinary Metabolic + Urinary Metabolic + Urinary	UR
	URINARY SO®	Relative Super Saturation (RSS) methodology predicts the crystallization potential of urine; RSS is used to develop diets to help control both struvite and calcium oxalate urolithiasis Increases the urine volume and simultaneously reduces the saturation of urine with calcium oxalate and struvite crystals Reduced level of magnesium, a natural component of struvite stones	[S/O]	7.7 lb 17.6 lb	3 OZ 5.8 OZ		UR
	URINARY SO® AGING 7*	Calcium Oxalate and Struvite Urolithiasis in Dogs Seven Years of Age and Older • All the features and benefits of canine URINARY SO® • Supports vitality and cognition in dogs with an exclusive blend of nutrients & antioxidants • Formulated to help support kidney health	[S/O]	6.6 lb 17.6 lb 26.5 lb	5.8 0Z		
	URINARY SO®	Calcium Oxalate and Struvite Urolithiasis in Cats and Dogs Prone to Weight Gain	[S/O]	7.7 lb 17.6 lb	12.5 OZ	S/d® C/d® Multicare S/d® C/d® Multicare S/d® C/d® Multicare Metabolic + Urinary Metabolic + Urinary Metabolic + Urinary Canine Metabolic + Urinary Canine Metabolic + Urinary Feline	
	MODERATE CALORIE	All the features and benefits of canine and feline URINARY S0® Fewer calories and lower fat than canine and feline URINARY S0®	[S/O]	3.3 lb 6.6 lb 17.6 lb	3 0Z		
	URINARY SO® SMALL DOG	Calcium Oxalate and Struvite Urolithiasis in Small Dogs (under 22 lb) • All the features and benefits of URINARY SO® • Contains nutrients to help support oral health	[S/O]	8.8 lb			
	URINARY UC	Urate, Cystine and Xanthine Crystals and Stones • Low purine proteins combined with the production of alkaline urine help to reduce the risk of urate and xanthine stones • Moderate quantities of high quality proteins and controlled methionine and cystine levels help to reduce the formation of cystine stones		18 lb		u/d®	
	URINARY	Supports a Healthy Urinary Tract • Veterinary-exclusive urinary treat	[S/O]	17.6 OZ	oz oz lb		
	Treats	Low RSS	[S/O]	7.7 oz			
-	URINARY SO® + HYDROLYZED PROTEIN	Calcium Oxalate and Struvite Urolithiasis + Adverse Food Reactions Helps in both the dissolution of pure struvite stones and in the prevention of future struvite and calcium oxalate crystals and stones Relative Super Saturation (BSS) methodology predicts the crystallization potential of urine	[S/O]	7.7 lb 17.6 lb	.7 lb .6 lb		
	MULTIFUNCTION	Relative Super Saturation (RSS) methodology predicts the crystallization potential of urine Hydrolyzed protein, composed of low molecular weight peptides, is highly digestible and helps manage clinical signs associated with food sensitivities Single starch source: rice	[S/O]	12 oz 6.6 lb 17.6 lb			
	URINARY SO® + SATIETY	Calcium Oxalate and Struvite Urolithiasis + Excess Weight and Obesity in Adult Cats and Dogs • Helps in both the dissolution of pure struvite stones and in the prevention of future struvite and calcium oxalate crystals and stones	[S/O]	7.7 lb 17.6 lb	13.5 OZ	+ Urinary	
	MULTIFUNCTION	Relative Super Saturation (RSS) methodology predicts the crystallization potential of urine A special blend of fibers helps promote satiety and helps reduce the spontaneous consumption of food High protein content helps maintain lean body mass during weight loss	[S/O]	12 oz 6.6 lb 17.6 lb		5 oz Metabolic + Urinary Canine Metabolic + Urinary Feline C/d® Multicare Feline Stress	
	URINARY SO® + CALM MULTIFUNCTION	Calcium Oxalate and Struvite Urolithiasis + Physiological Reactions to Stress Helps in both the dissolution of pure struvite stones and in the prevention of future struvite and calcium oxalate crystals and stones Relative Super Saturation (RSS) methodology predicts the crystallization potential of urine Contains hydrolyzed milk protein and tryptophan, an amino acid involved in balanced serotonin metabolism Specific nutrient blend to help regulate intestinal transit and to help support the digestive flora	[S/O]	12 oz 6.6 lb 17.6 lb	3 OZ	Multicare Feline	
	URINARY SO® AGING 7* + CALM MULTIFUNCTION	Calcium Oxalate and Struvite Urolithiasis in Cats Seven Years of Age and Older Helps in both the dissolution of pure struvite stones and in the prevention of future struvite and calcium oxalate crystals and stones Relative Super Saturation (RSS) methodology predicts the crystallization potential of urine Contains hydrolyzed milk protein and tryptophan, an amino acid involved in balanced serotonin metabolism Enriched with a blend of antioxidants to help maintain a healthy immune system and to reduce DNA damage associated with cell aging	[S/O]	6.6 lb 17.6 lb	5.8 oz		
	URINARY S0® + SATIETY + CALM M U L T I F U N C T I O N	Calcium Oxalate and Struvite Urolithiasis + Excess Weight and Obesity + Physiological Reactions to Stress • Helps in both the dissolution of pure struvite stones and in the prevention of future struvite and calcium oxalate crystals and stones • Relative Super Saturation (RSS) methodology predicts the crystallization potential of urine • A special blend of fibers helps promote satiety and reduce the spontaneous consumption of food • High protein content helps maintain lean body mass during weight loss • Contains hydrolyzed milk protein and tryptophan, an amino acid involved in balanced serotonin metabolism	[S/O]		5.8 OZ		

	Royal Canin® Diet Name	Formulated to Nutritionally Support the Following Conditions: • Features and Benefits	Additional Benefits	Royal Canin® Dry Diet	Royal Canin® Wet Diet	Hill's® Comparable Product	Purina® Comparable Product
RMATOL	ULTAMINO®	Dietary Elimination Trial and Adverse Food Reactions with Dermatological and/or Gastrointestinal Signs • Formulated with low molecular weight peptides to reduce the risk of allergic food reactions • Optimal amounts of B vitamins and amino acids help maintain the skin's natural barrier effect		8.8 lb 19.8 lb			
		A synergistic complex of antioxidants to support cell health	[S/O] [INDEX]	5.5 lb		Z/d® ULTRA Z/d® ULTRA Z/d® ULTRA LY/d® ULTRA Z/d® ULTRA LY/d® ULTRA Mall Bites Hypo-	
	HYDROLYZED	Dietary Elimination Trial and Adverse Food Reactions with Dermatological and/or Gastrointestinal Signs Hydrolyzed soy protein, composed of low molecular weight peptides, is highly digestible and has very low antigenic potential	GROWTH*	7.7 lb 17.6 lb 25.3 lb	13.7 0Z	z/d® ULTRA	НА
	PROTEIN HP	Single starch source: rice Optimal amounts of B vitamins and amino acids help maintain the skin's natural barrier effect	[S/O]	12 oz 7.7 lb 17.6 lb		z/d® ULTRA	НА
	HYDROLYZED PROTEIN PS	Dietary Elimination Trial and Adverse Food Reactions with Dermatological and/or Gastrointestinal Signs • Single starch source: potato		8.8 lb 24.2 lb			
	HYDROLYZED PROTEIN MODERATE CALORIE	Dietary Elimination Trial and Adverse Food Reactions with Dermatological and/or Gastrointestinal Signs in Dogs Prone to Weight Gain • Reduced energy levels		7.7 lb 24.2 lb			
	HYDROLYZED PROTEIN SMALL DOG	Dietary Elimination Trial and Adverse Food Reactions with Dermatological and/or Gastrointestinal Signs in Small Dogs (under 22 lb) • Contains nutrients to help support oral health	[S/O]	8.8 lb		ULTRA Small	
	HYDROLYZED PROTEIN	Supports the Health of Cats and Dogs with Food Sensitivities • Single hydrolyzed protein and single carbohydrate source	[S/O]	17.6 OZ		Comparable Comproduct Product Z/d° ULTRA Z/d° ULTRA Small Bites Hypo- Treats d/d° d/d° d/d° Derm Defense** I	Gentle Snackers
	Treats	Supports a healthy skin barrier Nutrients to help support digestive health		7.7 oz		Hypo- Treats	
	SELECTED PROTEIN KO dry (kangaroo) canine only PD dry (duck) PR dry (rabbit)	Dietary Elimination Trial and Adverse Food Reactions with Dermatological and/or Gastrointestinal Signs • Protein source: duck, rabbit, venison, kangaroo" or whitefish" • Additional protein source: hydrolyzed soy • Single starch source		7.7 lb 17.6 lb 25 lb 30.8 lb [†]		d/d®	
	PV dry (venison) PW dry (whitefish) canine only	Canine: oat (in KO only) or potato Feline: pea	GROWTH	8.8 lb 17.6 lb ⁺⁺		d/d®	
	SELECTED PROTEIN • PD wet (duck) • PR wet (rabbit)	Dietary Elimination Trial and Adverse Food Reactions with Dermatological and/or Gastrointestinal Signs • The proteins in SELECTED PROTEIN formulas are rarely associated with adverse food reactions • Protein source: duck, rabbit, venison or whitefish"			13.5 OZ	d/d®	
	PV wet (venison) PW wet (whitefish) canine only	Single starch source Canine: potato Feline: pea Optimal amounts of B vitamins and amino acids help maintain the skin's natural barrier effect			5.1 OZ	d/d®	
	SELECTED PROTEIN PW MODERATE CALORIE	Dietary Elimination Trial and Adverse Food Reactions with Dermatological and/or Gastrointestinal Signs in Dogs Prone to Weight Gain • All the features and benefits of SELECTED PROTEIN formulas • Single protein source: whitefish • Single starch source: potato • Moderate calorie content to help maintain ideal weight		7.7 lb 24.2 lb			
	SELECTED PROTEIN ADULT PW LARGE DOG	Dietary Elimination Trial and Adverse Food Reactions with Dermatological and/or Gastrointestinal Signs in Large Breed Dogs (over 55 lb) All the features and benefits of SELECTED PROTEIN formulas Single protein source: whitefish Single starch source: potato Glucosamine and chondroitin sulfate to support joint health		26.4 lb			
	SKIN SUPPORT	Atopy and Other Causes of Dermatitis Supplemented with curcumin, aloe vera, vitamin C and taurine to help wound healing, decrease secondary bacterial infections and decrease pruritus Optimal amounts of B vitamins and amino acids help maintain the skin's natural barrier effect	GROWTH	6 lb 16.5 lb 32 lb			DRM
	VEGETARIAN	Dietary Elimination Trials, Adverse Food Reactions and Prevention of Urate Urolithiasis • Proteins exclusively from vegetable origin • Helps to reduce the urinary excretion of purines		17.6 lb	13.5 0Z		

V	Royal Canin® Diet Name	Formulated to Nutritionally Support the Following Conditions: • Features and Benefits	Additional Benefits	Royal Canin® Dry Diet	Royal Canin [®] (Wet Diet	Hill's® Comparable Product	Purina® Comparable Product
WEIGHT	SATIETY™ SUPPORT WEIGHT	Excess Weight and Obesity in Adult Cats and Dogs • A special blend of fibers helps promote satiety and helps reduce the spontaneous consumption of food	[S/O]	7.7 lb 17.6 lb 26.4 lb	13.4 0Z	Metabolic	ОМ
	MANAGEMENT	 A high protein content helps maintain lean body mass during weight loss Provides safe weight loss and helps avoid weight regain. 97% of cats and dogs lost weight in 3 months using this nutritional approach 	[S/O]	12 oz 7.7 lb 18.7 lb	3 OZ 5.8 OZ	Metabolic	ОМ
	SATIETY™ SUPPORT SMALL DOG	Excess Weight and Obesity in Small Dogs (target weight 22 pounds and under) • A special blend of fibers helps promote satiety and helps reduce the spontaneous consumption of food • Contains nutrients to help support oral health • Provides safe weight loss and helps avoid weight regain. 97% of dogs lost weight in 3 months using this nutritional approach	[S/O]	1.5 lb 6.6 lb			
	SATIETY™	Low in Calories to Support a Healthy Weight	[S/O]	17.6 OZ		Metabolic Treats Metabolic Treats 4 0z w/d m/d m/d w/d E	Lite Snackers™
	Treats	Low calorie	S/O INDEX	7.7 oz			Crunchy Bites
		Diabetes Mellitus	[S/O]*	7.7 lb 17.6 lb	Metaboli Metaboli Metaboli Metaboli Metaboli Metaboli Treats Metaboli Treats Metaboli Metaboli	w/d®	EN Fiber Balance
	GLYCOBALANCE™	Formulated to help support healthy postprandial blood glucose levels High protein content to help maintain muscle mass in diabetic cats and dogs	[S/O]	4.4 lb		m/d® w/d®	DM
•	SATIETY +	Excess Weight and Obesity in Adult Cats and Dogs with Adverse Food Reactions • Provides safe weight loss and helps avoid weight regain. 97% of cats and dogs lost weight in 3 months using this nutritional approach		6.6 lb 15.4 lb 24.2 lb			
	MULTIFUNCTION	 Hydrolyzed soy protein, composed of low molecular weight peptides, is highly digestible and has very low antigenic potential High natural fiber level keeps cats and dogs satisfied between meals Specially formulated complex of nutrients to support the barrier effect of the skin 	[S/O]	6.6 lb 15.4 lb	6.6 lb 15.4 lb 24.2 lb		
STROINTEST	INAL						
	GASTROINTESTINAL HIGH FIBER	Fiber-Responsive Gastrointestinal Disease A combination of highly digestible proteins, prebiotics and EPA and DHA helps support digestive health An optimal blend of insoluble and soluble fibers helps maintain intestinal health		8.8 lb 17.6 lb		w/d®	EN Fiber Balance
	GASTROINTESTINAL FIBER RESPONSE™	Fiber-Responsive Gastrointestinal Disease • A combination of highly digestible proteins, prebiotics and EPA and DHA helps support digestive health • An optimal blend of insoluble and soluble fibers helps maintain intestinal health	[S/O]	8.8 lb		w/d®	ОМ
	Acute and Chronic Gastroenteritis in Ideal Weight or Underweight Cats and Dogs • A combination of highly digestible proteins, prebiotics and EPA and DHA helps support		8.8 lb 22 lb	13.5 oz	i/d®	EN	
	GASTROINTESTINAL	 digestive health A high energy content allows for a reduction in meal volume and a decreased intestinal load 	[S/O]	8.8 lb	5.8 oz	i/d®	EN

Royal C	Canin® Diet Name	Formulated to Nutritionally Support the Following Conditions: • Features and Benefits	Additional Benefits	Royal Canin® Dry Diet	Royal Canin® Wet Diet	Hill's® Comparable Product	Purina® Comparable Product
	ROINTESTINAL Rate Calorie™	Acute and Chronic Gastroenteritis in Dogs and Cats Prone to Obesity A combination of highly digestible proteins, prebiotics and EPA and DHA helps support digestive health A reduced calorie content helps support a healthy body condition in spayed/neutered cats and dogs or those with a tendency to be or become overweight	[S/O]	22 lb	3 OZ		
GASTR PUPPY	ROINTESTINAL Y	Acute and Chronic Gastroenteritis in Puppies A combination of highly digestible proteins, prebiotics and EPA and DHA helps support digestive health Formulated to fulfill the nutritional needs of growing puppies A high energy content allows for a reduction in meal volume and a decreased intestinal load Kibbles rehydrate easily in warm water to increase palatability and facilitate food intake	GROWTH	8.8 lb 22 lb	5.1 OZ	i/d®	EN
GASTR KITTEN	ROINTESTINAL N	Acute and Chronic Gastroenteritis in Kittens A combination of highly digestible proteins, prebiotics and EPA and DHA helps support digestive health Formulated to fulfill the nutritional needs of growing kittens A high energy content allows for a reduction in meal volume and a decreased intestinal load Kibbles rehydrate easily in warm water to increase palatability and facilitate food intake	GROWTH	12 oz 4.4 lb 7.7 lb	5.1 oz	i/d®	EN
GASTR LOW FA	ROINTESTINAL 'AT™	Pancreatitis, Exocrine Pancreatic Insufficiency, Lymphangiectasia, and Hyperlipidemia A combination of highly digestible proteins, prebiotics and EPA and DHA helps support digestive health A low fat concentration, while providing a maintenance energy level, helps dogs with difficulties digesting fat	[S/O]	1.5 lb 6.6 lb 17.6 lb 26.4 lb 28.6 lb	13.6 OZ	i/d° Low Fat GI Restore	EN Low Fat™
			(1.5 lb) 3/13.6	dry & oz cans)			
GASTR Treat	ROINTESTINAL HS	Specific Nutrients to Support Digestive Health • Highly digestible	[S/O]	17.6 0Z CANINE 7.7 0Z FELINE			
HEPATI	TC .	Liver Disease, Hepatic Encephalopathy and Copper Metabolism Disorders • Low level of copper to help minimize its accumulation in liver cells • High energy density helps reduce the amount of food required per meal		7.7 lb 26.4 lb	14.4 0Z	l/d®	
RECOV	/ERY®	Critical Illness and Postsurgical Care • High energy density utilizing dietary fat to improve palatability and reduce feeding volumes • Special texture designed to facilitate syringe and tube feeding without the need to dilute	GROWTH		5.8 0Z	a/d®	CN
		for larger tube sizes • Enriched with EPA and DHA to help modulate inflammatory reactions	GROWTH		5.8 OZ	a/d®	CN
RECOV	/ERY® LIQUID	Critical Illness and Tube Feeding High protein level to help maintain muscle mass during hospitalization and convalescence High energy density that provides daily energy requirements in a reduced feeding volume Complete and balanced liquid diet to support nutritional restoration and convalescence of cats and dogs requiring assisted feeding	EASY TUBE FEEDING		8 fl oz		
	ROINTESTINAL AT™LIQUID	Critical Illness and Tube Feeding Formulated with low fat levels to help support dogs requiring fat restriction High energy density that provides daily energy requirements in reduced feeding volume Complete and balanced liquid diet to support nutritional restoration and convalescence of dogs requiring assisted feeding	EASY TUBE FEEDING		CANINE 8 fl oz		

V	Royal Canin® Diet Name	Formulated to Nutritionally Support the Following Conditions: • Features and Benefits	Additional Benefits	Royal Canin® Dry Diet	Royal Canin® Wet Diet	Hill's® Comparable Product	Purina® Comparable Product
VITAL	EARLY CARDIAC	Heart Disease • Formulated with nutrients, such as taurine and L-carnitine, which contribute to maintaining the health of the cardiac muscle • EPA+DHA help support cardiovascular function • Moderate sodium to help reduce the workload on the heart		7.7 lb 17.6 lb		h/d®	
	RENAL SUPPORT EARLY CONSULT formerly Senior Consult [†]	IRIS Stage 1 Chronic Kidney Disease Formulated with moderate phosphorus, EPA + DHA and an antioxidant complex to support kidneys and renal function at an early stage A combination of highly digestible proteins help to support digestive health	[S/0]	5.5 lb 17.6 lb	5.2 OZ	k/d [®] Early Support	NF Early
	RENAL SUPPORT	Designed with nutrients to help support cats and dogs with early signs of aging IRIS Stages 2-4 Chronic Kidney Disease Formulated with low phosphorus and restricted amounts of high quality protein	[S/O] [NDEX]	4.4 lb 8.8 lb	FELINE 3 UZ	(cats only)	Care for cats NF
	A (AROMATIC) F (FLAVORFUL) S (SAVORY)	Adapted energy content to reduce meal volume and help compensate for a decreased appetite A specific aromatic profile with a dedicated kibble shape to help stimulate the cat or dog's appetite, particularly in cases prone to food aversion		12 oz 3 lb 6.6 lb		k/d®	NF Advanced Care
	RENAL SUPPORT D (DELECTABLE) E (ENTICING)	IRIS Stages 2-4 Chronic Kidney Disease • Formulated with low phosphorus and restricted amounts of high quality protein • Adapted energy content to reduce meal volume and help compensate for a decreased appetite			13 0Z* 13.5 0Z	k/d®	NF
	T (TASTY)	A specific aromatic profile with a dedicated texture to help stimulate the dog's appetite, particularly in cases prone to food aversion Osteoarthritis and Degenerative Joint Disease			3 OZ 5.1 OZ**	k/d®	NF Advanced Care
	MOBILITY SUPPORT JS®	Made with a patented process to ensure delivery of New Zealand green mussel in the finished pet food A precise blend of antioxidants helps support a healthy immune system EPA and DHA help support healthy joints		6.6 lb 17.6 lb		j/d®	JM
	MOBILITY SUPPORT JS® LARGE BREED	Osteoarthritis and Degenerative Joint Disease in Large Breed Dogs (over 55 lb) • All the features and benefits of MOBILITY SUPPORT JS® • Specially designed kibble shape, size and texture adapted for a large breed dog's jaws and teeth		7.7 lb 26.4 lb			
	ADVANCED MOBILITY SUPPORT	Osteoarthritis and Degenerative Joint Disease • 88% of dogs showed an improvement in mobility • Formulated with select nutrients, including collagen, to help protect joint cartilage health • Adapted calorie content to support joint health by maintaining an ideal body weight		COMING 1b SOON 4 lb	13.5 OZ	j/d®	JM
	RENAL SUPPORT Liquid	All Stages of Chronic Kidney Disease, Critical Illness and Tube Feeding • Formulated with low phosphorus and restricted amounts of high quality protein • High energy density that provides daily energy requirements in a reduced feeding volume • Antioxidant complex helps manage oxidative stress	EASY TUBE FEEDING		CANNE 8 fl oz	-	
	RENAL SUPPORT + HYDROLYZED PROTEIN MULTIFUNCTION	Chronic Kidney Disease + Adverse Food Reactions Formulated with low phosphorus and restricted amounts of high quality protein Adapted energy content to reduce meal volume and help compensate for a decreased appetite Hydrolyzed soy protein, composed of low molecular weight peptides, is highly digestible and supports gastrointestinal and dermatological health Formulated to support the skin's natural protective barrier for optimal skin health		7.7 lb 17.6 lb			
	RENAL SUPPORT + ADVANCED MOBILITY SUPPORT MULTIFUNCTION	Chronic Kidney Disease with Concurrent Joint Conditions Formulated with low phosphorus and restricted amounts of high quality protein Adapted energy content to reduce meal volume and help compensate for a decreased appetite 88% of dogs showed an improvement in mobility using this nutritional approach Formulated with select nutrients, including collagen, to help protect joint cartilage health		7.7 lb 17.6 lb	CANINE 13 0Z	k/d® + Mobility	
	ADVANCED MOBILITY SUPPORT + SATIETY MULTIFUNCTION	Overweight and Obese Dogs with Concurrent Joint Conditions In a clinical study, 88% of dogs showed an improvement in mobility using this nutritional approach 97% of dogs lost weight in 3 months using this nutritional approach Nutritional approach that helps control begging in 83% of dogs during weight loss		7.7 lb 17.6 lb 26.4 lb		Metabolic + Mobility	

▽	Royal Canin® Diet Name	Formulated to Nutritionally Support the Following Conditions: • Features and Benefits	Additional Benefits	Royal Canin® Dry Diet	Royal Canin® Wet Diet	Hill's® Comparable Product	Purina® Comparable Product
EALTH AGEM	WEIGHT CONTROL	Healthy adult agts and dags with a tendency to be even-yeight	[S/O]	7.7 lb 17.6 lb	13.6 OZ		
	WEIGHT CONTROL	Healthy adult cats and dogs with a tendency to be overweight	[S/O]	3.3 lb 7.7 lb 17.6 lb	5.8 oz		
	WEIGHT CONTROL LARGE DOG	Healthy large breed adult dogs (over 55 lb) over 15 months of age with a tendency to be overweight		24.2 lb			
	WEIGHT CONTROL SMALL DOG	Healthy small breed adult dogs (up to 22 lb) over 10 months of age with a tendency to be overweight	[S/O]	7.7 lb			
	DENTAL	To help reduce the formation of plague and calculus in healthy adult ages and dage		7.7 lb 17.6 lb		t/d®	DH
	DENTAL	To help reduce the formation of plaque and calculus in healthy adult cats and dogs	[S/O]	12 oz 7.7 lb		t/d®	DH
	DENTAL SMALL DOG	To help reduce the formation of plaque and calculus in healthy adult small dogs (up to 22 lb)	[S/O]	8.8 lb		t/d° Small Bites	
	MATURE CONSULT	Healthy senior dogs	[S/O].	8.8 lb 19.8 lb	13.6 OZ		
	MATURE CONSULT SMALL DOG	Healthy small breed senior dogs (up to 22 lb)	[S/O]	7.7 lb			
	CALM	Physiological Reactions to Stress Contains hydrolyzed milk protein and tryptophan, an amino acid involved in balanced serotonin metabolism	[S/O]	4.4 lb 8.8 lb			
	OALH	Optimal amounts of B vitamins and amino acids help maintain the skin's natural barrier effect Specific nutrient blend to help regulate intestinal transit and to help support the digestive flora	[S/O]	4.4 lb 8.8 lb			
	ORIGINAL Treats	Healthy treats for healthy dogs of any size or life stage		17.6 OZ			
	ORIGINAL Treats	Healthy treats for healthy cats of any size or life stage		7.7 oz			
	PILL ASSIST SMALL DOG	Validated palatability with 98% acceptance in a 5-day study, to help ensure owners are able to administer their dogs' medications Adapted to dog size, with a small dog size (10 kcal), and easy to mold around any pill shape		3.2 OZ			
	PILL ASSIST MEDIUM-LARGE DOG	 Validated palatability with 97% acceptance in a 5-day study, to help ensure owners are able to administer their dogs' medications Adapted to dog size, with a medium to large dog size (24 kcal), and easy to mold around any pill shape 		7.9 OZ			
	PILL ASSIST FELINE	Validated palatability with 91% acceptance in a 5-day study, to help ensure owners are able to administer their cats' medications Adapted energy content with 3 kcal per piece and easy to mold around any pill shape		1.58 oz			



Royal Canin Order Services

Call: 1.888.213.4486
Fax: 636.229.0444
Email: order.usa@royalcanin.com
https://my.royalcanin.com
24 hours a day, 7 days a week

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MOBILITY MANAGEMENT GET A HEAD START.

ROYAL CANIN ADVANCED MOBILITY diets, an essential ally for optimizing daily management of pet mobility

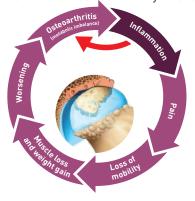


OSTEOARTHRITIS IS A COMMON CONDITION

NUTRITION CAN SUPPORT JOINT HEALTH



Osteoarthritis is characterized by a "vicious cycle" of reduced mobility, increased pain and inflammation and reduced ability to exercise.



Predisposing factors:

Trauma, dysplasia, overweight, age

CONDITIONS SUCH AS DECLINING MOBILITY BECOME COMMON AS DOGS MATURE.



80%

of dogs over 8 years old are thought to **suffer from osteoarthritis**¹



52%

of dogs suffering from osteoarthritis are also overweight or obese²



It can be difficult to detect declining mobility in some dogs, but it also varies from pet to pet and with respect to their relationship with the pet owner.

WHY IS NUTRITIONAL MANAGEMENT IMPORTANT?

GOAL OF DIETARY MANAGEMENT, THE ROYAL CANIN® APPROACH

FIGHT AGAINST INFLAMMATION AND MAINTAIN JOINT INTEGRITY

- Fish oils are rich sources of EPA and DHA, long chain omega-3 fatty acids that are well known for their antiinflammatory properties.^{3,4}
- Turmeric extract, hydrolyzed collagen and green tea extract support joint health.
- Antioxidants help maintain a healthy immune system and help reduce DNA damage associated with cell aging.



THE ROYAL CANIN

NUTRITIONAL SOLUTION

ADVANCED MOBILITY SUPPORT

Royal Canin Advanced Mobility Support diets are supplemented with long-chain omega-3 fatty acids, a blend of antioxidants, and a cocktail of turmeric extract, hydrolyzed collagen and green tea extract to support joint health and help maintain a healthy immune system.



DIETS RECOMMENDED FOR

- Osteoarthritis
- Degenerative Joint Disease



ADVANCED MOBILITY SUPPORT

In a clinical study, 88% of dogs showed an improvement in mobility when fed ADVANCED MOBILITY SUPPORT.



JOINT NUTRITION

Formulated with select nutrients, including collagen, to help protect joint cartilage health.



ADAPTED ENERGY

Adapted calorie content to support joint health by maintaining an ideal body weight.

SIZE / FORMATS DOG

Dry: Available in 8.8lb, 20.9lb and 16.4 lb bags **Wet:** Available in a 13.5 oz can (loaf in sauce)

ADVANCED MOBILITY SUPPORT | SATIETY

Royal Canin Advanced Mobility Support + Satiety supports mobility and allows for healthy weight loss and management in overweight and obese adult dogs through high fiber and high protein levels, adapted calorie content and high nutrient density.



DIETS RECOMMENDED FOR

Overweight and obese dogs with concurrent joint conditions



ADVANCED MOBILITY SUPPORT

In a clinical study, 88% of dogs showed an improvement in mobility using this nutritional approach.



JOINT NUTRITION

Formulated with select nutrients, including collagen, to help protect joint cartilage health.



BEGGING CONTROL

High natural fiber level keeps dogs satisfied between meals. Nutritional approach that helps control begging in 83% of dogs during weight loss.

SIZE / FORMATS DOG

Dry: Available in 7.7lb, 17.6lb and 26.4 lb bags

ONE GOAL

Over the past 50 years researchers from ROYAL CANIN® together with specialists and veterinary practitioners from all over the world have been working hard toward a common goal:

improve mobility of pets through nutrition.

Royal Canin® Advanced Mobility diets are specifically formulated for long-term nutritional needs for pets with mobility issues.













