

  
**ROYAL CANIN®**  
INCREDIBLE IN EVERY DETAIL

**HEALTHY LIFE**





## OUR MISSION IS TO CREATE A BETTER WORLD FOR PETS.

At ROYAL CANIN®, we believe that pets make our world better and in return we make a better world for them by offering them the best possible nutrition.

Since our beginnings, and still to this day, health is our North Star.

*A Better  World For Pets*



We believe that a better world is a healthy planet, where we value the environment in which pets and their families live, and where we take responsibility for creating sustainable businesses to ensure that all members of our value chain can flourish.



## HEALTH SHOULD NOT BE LEFT TO CHANCE

Preventive care that includes veterinary care, high-quality Royal Canin nutrition, and Healthy Habits, such as regular exercise, home care, and healthy treats can help keep your cat happy, healthy, and thriving through every life stage!

### **TAILORED NUTRITION**

For over 50 years, Royal Canin and our global network of specialists have studied the unique health needs of cats and dogs in great detail. Through science, research and observation, we discovered that small nutritional differences can have a significant impact on your pet's life and health. Veterinary nutrition is a science committed to identifying the most effective combinations of nutrients for the health and well-being of cats and dogs.

### **HEALTHY HABITS**

Ensuring that your cat remains active has many positive effects besides physical fitness. Exploring the outside world satisfies its hunting instincts. For indoor cats, a more physically challenging environment with cat trees, feeding bowls in hard to reach places, and puzzle feeders will allow them to exert themselves and get the daily movement they need to help prevent obesity and obesity-related diseases. Speak to your veterinary team about the specific exercise needs of your cat.



## VETERINARY CARE

As your cat ages, your veterinary team will provide ongoing support through regular check-ups on basic care, dental exams, weight monitoring, proper nutrition, and important vaccinations to help ensure that your cat enjoys the best quality of life possible.

## ROUTINE CHECK-UPS

Your veterinary team may address a number of topics with you that are important to your cat's health during a routine check-up, including:

- ✓ Vaccinations
- ✓ Deworming/heartworm
- ✓ Nutrition/portion control
- ✓ Dental care
- ✓ Spay/neuter procedure
- ✓ Environmental enrichment
- ✓ Exercise
- ✓ Grooming, nail, ear and coat care requirements
- ✓ Behavior
- ✓ Microchipping
- ✓ Kitten-proofing your home
- ✓ Traveling with your cat

## THE GROWTH PHASE

### STAGE

1

1 MONTH

#### BRAIN DEVELOPMENT

DHA (an omega-3 fatty acid) supports healthy brain development.

### STAGE

2

2 MONTHS

#### DEVELOPMENT OF THE IMMUNE SYSTEM

Vulnerable period between 3 and 12 weeks.

3-4 MONTHS

#### INTENSE GROWTH

At 3-4 months, kittens weigh 40% of their adult weight.

### STAGE

3

5 MONTHS

#### DIGESTIVE SYSTEM IS STILL IMMATURE

Highly digestible nutrients are more easily assimilated.

6 MONTHS

#### GROWTH PROGRESSIVELY SLOWS DOWN

to allow the skeleton to strengthen and muscles to build.

### STAGE

4

7 MONTHS

#### OPPORTUNITY — FEED SPAY/NEUTER FORMULA

After being spayed, cats tend to eat about 20% more, and are about half as active.\*

8 MONTHS

#### NOT YET AN ADULT

At 8 months, kittens weigh 80% of their adult weight.

TRANSITION TO ADULT DIET

12-15 MONTHS

#### ADULT

Growth plate closure indicates the end of the growth phase: *your kitten has become an adult.*

\*Belsito 2009

## NUTRITION FOR KITTENS

### KITTEN

These formulas provide optimal protein, energy, and nutrient levels to address the growth and development needs of your kitten.



#### BENEFITS OF THESE FORMULAS

- ✓ Promote optimal brain development
- ✓ Encourage healthy growth and development of bones
- ✓ Support gastrointestinal health by providing digestible protein sources
- ✓ Assist in maintaining a healthy immune system with an antioxidant blend
- ✓ Support healthy skin and a luxurious coat

*Available in dry and canned*



Actual kibble size, shape, or colour may vary slightly from the images above.

## NUTRITION FOR KITTENS

### GASTROINTESTINAL KITTEN

These formulas provide optimal protein, energy, and nutrient levels to support your kitten's growth, immune system development and digestive health.



#### BENEFITS OF THESE FORMULAS

- ✓ Support gastrointestinal health by providing digestible protein sources
- ✓ Assist in maintaining a healthy immune system with an antioxidant blend
- ✓ Support healthy skin and a luxurious coat
- ✓ Encourage healthy growth and development of bones

*Available in dry and canned*



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## NUTRITION FOR KITTENS

### KITTEN SPAYED / NEUTERED

After spaying or neutering, a kitten's energy needs change and the risk of becoming overweight increases. This formula contains a moderate level of fat to help limit weight gain and precise protein, calcium and phosphorus levels to allow for healthy growth.



#### BENEFITS OF THIS FORMULA

- ✓ Provides appropriate nutrition post-surgery
- ✓ Supports a healthy immune system
- ✓ Helps protect the sensitive gastrointestinal tract of growing kittens

*Available in dry*



Actual kibble size, shape, or colour may vary slightly from the images above.

## ADULT CAT NEEDS

Superior nutrition is an extremely important component in maintaining the optimal health of your cat and preventing disease. It is important that your cat receives the benefit of scientifically based formulations that provide optimal levels of nutrients.

Your veterinary team will recommend appropriate feeding amounts based on the individual energy requirements of your cat.

## THE BENEFITS OF FEEDING WET

There are multiple benefits of feeding Royal Canin wet nutrition for your cat.

Introducing wet nutrition while cats are young helps ensure that adult cats will enjoy the health benefits of wet nutrition like weight management, hydration and palatability for years to come.

### WEIGHT MANAGEMENT

Feeding wet nutrition with dry nutrition can dilute calories and mitigate unwanted weight gain.

### HYDRATION

Domestic cats can have a naturally low thirst drive. Since wet nutrition contains a lot of water, it's an easy way to increase your cat's water intake which helps to promote urinary tract health and reduces the risk of dehydration and constipation.

### PALATABILITY

Palatability helps ensure that your cat will enjoy their meal. Royal Canin offers a selection of complete and balanced wet nutrition to help meet your cat's individual preferences and nutritional needs through every life stage.

# STAGES OF DENTAL DISEASE

DID YOU KNOW DENTAL DISEASE AFFECTS 85% OF CATS AND DOGS OVER 1 YEAR OF AGE? IT'S ONE OF THE MOST COMMON HEALTH PROBLEMS FOR PETS.

## STAGE 4



### ADVANCED PERIODONTITIS

You will notice severe bad breath, and your pet may be exhibiting signs of pain – including being head shy or dropping kibble while chewing.

## STAGE 3



### MODERATE PERIODONTITIS

You may notice very bad breath, large build-up of tartar especially on molars, very stained or discoloured teeth, and very red gums. Your pet may chew more on one side of its mouth.

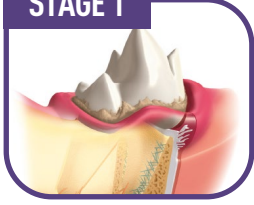
## STAGE 2



### EARLY PERIODONTITIS

You may notice stronger smelling breath, more teeth that are discoloured and have tartar build-up as well as red gums.

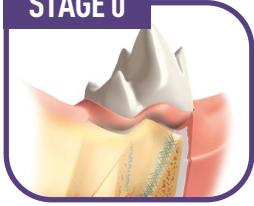
## STAGE 1



### GINGIVITIS ONLY

You may notice bad breath, tartar build-up on teeth and some reddening of gums.

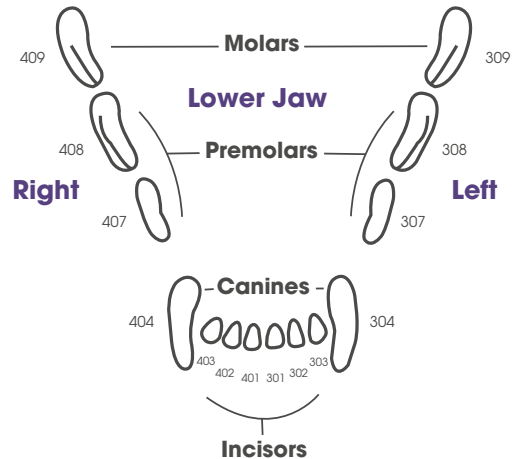
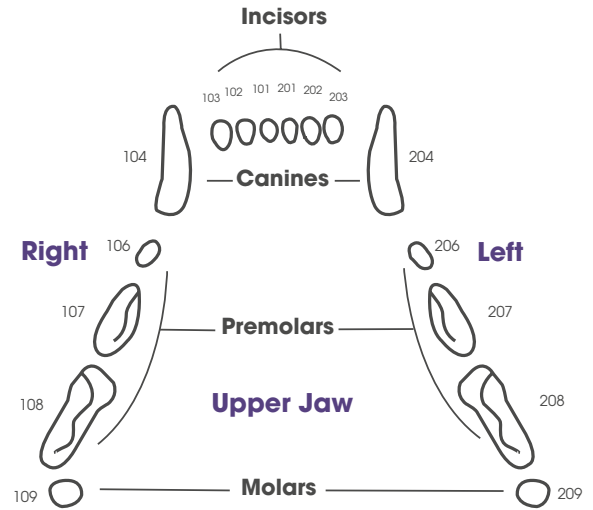
## STAGE 0



### CLINICALLY NORMAL

Healthy looking teeth.

# A LOOK INSIDE YOUR CAT'S MOUTH



<b>Tartar:</b>	<input type="radio"/> None	<input type="radio"/> Mild	<input type="radio"/> Moderate	<input type="radio"/> Severe
<b>Gingivitis:</b>	<input type="radio"/> None	<input type="radio"/> Mild	<input type="radio"/> Moderate	<input type="radio"/> Severe

## NUTRITION FOR ADULT CATS

### DENTAL

This formula is clinically proven to decrease the development of plaque, tartar, gingivitis, and halitosis through a **unique triple action formulation**. With a moderate calorie content, urinary benefits, and “tooth to tail” approach, DENTAL provides complete and balanced nutrition for healthy adult cats.



#### BENEFITS OF THIS FORMULA

- ✓ Helps maintain fresher breath and cleaner teeth
- ✓ Reduces the risk of advanced dental disease
- ✓ Helps prevent urinary crystal and stone formation
- ✓ Supports a healthy gastrointestinal tract
- ✓ Supports healthy skin and a luxurious coat
- ✓ Supports a healthy immune system

*Available in dry*



Actual kibble size, shape, or colour may vary slightly from the images above.

## NUTRITION FOR ADULT CATS

### WEIGHT CONTROL

This formula is specifically developed to provide optimal protein and nutrient levels to meet the energy requirements of less active adult cats.



#### BENEFITS OF THIS FORMULA

- ✓ Helps prevent weight gain and maintain a healthy weight
- ✓ Reduces risk of obesity-related health concerns
- ✓ Helps prevent urinary crystal and stone formation
- ✓ Supports a healthy gastrointestinal tract
- ✓ Supports healthy skin and a luxurious coat
- ✓ Supports a healthy immune system

*Available in dry*

Actual kibble size, shape, or colour may vary slightly from the images above.

## NUTRITION FOR ADULT CATS

### ADULT

This formula is specifically developed to provide optimal protein, energy, and nutrient levels to address the specific needs of your adult cat.



### BENEFITS OF THIS FORMULA

- ✓ Helps prevent urinary crystal and stone formation
- ✓ Supports a healthy gastrointestinal tract
- ✓ Supports healthy skin and a luxurious coat
- ✓ Supports a healthy immune system

*Available in dry*



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## RECOGNIZING THE SIGNS OF AGING

Cats are masters of disguise and it's often difficult to tell when they are in pain or experiencing the onset of age-related medical issues. Look for changes in the following:

- Drinking**
- Urination**
- Appetite**
- Weight**
- Hair Coat**  
(Itchy, dandruff, dull, hair loss, matting)
- Body Odors**  
(Bad breath, odor from ears or skin)
- Mobility**  
(Lameness, trouble with stairs, stiffness, pain, spending more time lying down)
- Breathing**  
(Coughing, shortness of breath, wheezing, exercise intolerance, mouth breathing)
- Digestion**  
(Vomiting, diarrhea, constipation, hairballs)
- Senses**  
(Hearing, smelling or vision loss)
- Behavior**  
(Reduced family interaction, increased vocalization, loss of litter training)
- Growths**  
(New growths, changes in previous growths)



Watch for changes in your cat and speak to your veterinary team. Schedule regular physical examinations that include wellness blood and urine tests to help identify less obvious signs of aging. Your veterinarian may run some diagnostic tests to see if your cat is at risk of, or is suffering from, chronic kidney disease even before there are any visible symptoms.



## NUTRITION FOR MATURE CATS

### MATURE CONSULT MODERATE CALORIE

These formulas are specifically developed to provide optimal protein, energy, and nutrient levels to address the specific needs of your mature cat.



#### BENEFITS OF THESE FORMULAS

- ✓ Help slow the aging process by helping decrease cell damage
- ✓ Help prevent weight gain and maintain an ideal weight
- ✓ Provide joint support and maintain lean muscle mass
- ✓ Help prevent urinary crystal and stone formation

*Available in dry and canned*

Actual kibble size, shape, or colour may vary slightly from the images above.

## NUTRITION FOR MATURE/SENIOR CATS

### RENAL SUPPORT EARLY CONSULT

These clinically proven formulas can help improve signs of aging in your cat, including improvements in mobility, activity, and skin health.



#### BENEFITS OF THESE FORMULAS

- ✓ Help slow down progression of kidney disease
- ✓ Clinically tested and shown to improve cognitive function and support brain health
- ✓ Green-lipped mussel, glucosamine, chondroitin and omega-3 fatty acids (EPA and DHA) to support joint health
- ✓ Help prevent urinary crystal and stone formation
- ✓ Support lean muscle mass
- ✓ Suitable for multi-cat households

*Available in dry and canned*

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# QUALITY AND FOOD SAFETY

Our gold standard production processes enable Royal Canin to deliver safe and high quality products worldwide.



- ✓ QUALITY RAW MATERIALS
- ✓ FULLY TRACEABLE INGREDIENTS
- ✓ REGULAR TESTING



- ✓ RIGOROUS SUPPLIER SELECTION



- ✓ CONSISTENT QUALITY
- ✓ SYSTEMATIC MONITORING



## COMMITMENT TO QUALITY

Our rigorous procedures ensure the optimum quality, safety and nutritional value of our products.

# TRANSITIONING YOUR PET TO A NEW FOOD



### DAYS 1 + 2

75% current food  
25% **new** food



### DAYS 3 + 4

50% current food  
50% **new** food



### DAYS 5 + 6

25% current food  
75% **new** food



### DAY 7

100% **new** food

## WE RECOMMEND AT LEAST A SEVEN-DAY TRANSITION WHEN STARTING A NEW DIET.

Cats may reject a new food if it is not introduced slowly by transitioning over a period of 7 – 10 days. To effectively transition your pet to a new formula, we suggest slowly mixing the new food in with the existing food in gradually increasing amounts.

# HEALTH SHOULD NOT BE LEFT TO CHANCE.

Dental disease affects **85%** of cats over 1 year of age.\*



## USEFUL TIPS ON HOW TO OPTIMIZE QUALITY OF LIFE

### LIFESTYLE

- ✓ **Visit your veterinarian** for continual monitoring and support
- ✓ Ensure fresh and clean **water is available at all times**

### NUTRITION



**CONTINUE FEEDING THE DIET  
RECOMMENDED BY YOUR VET**



**STIMULATE YOUR CAT'S APPETITE BY  
VARYING TASTE, SMELL AND TEXTURE.**



Find out more about  
Veterinary Health Nutrition for cats at  
[www.royalcanin.com](http://www.royalcanin.com)

\*Girard 2009, Queck et al. 2018, Stella et al. 2018.