

## YOUR PET IS BEGGING FOR MORE THAN FOOD

Next time your pet is begging, try a different tactic to giving food.

### Alternatives to treats



Playing



Petting



Grooming



Walking (dogs)

## TAILORED NUTRITION CAN HELP CONTROL BEGGING IN OVERWEIGHT PETS

### ROYAL CANIN® SATIETY DIETS

#### Key benefits:

- **Controls Begging & Effective Weight Loss:** Special fibre blend helps pets feel full, reducing their consumption of food and begging behaviours
- **Maintains Muscle Mass:** Formulated with a high protein content
- **Healthy Joint Support:** Developed with specific nutrients to support joints placed under stress by excess body weight
- **Nutrient Balance:** Enriched with essential nutrients to ensure adequate intake despite weight loss
- **Specifically Formulated:** Small dog diet specifically meets the needs of dogs <10kg
- **New X - Shaped Kibble:** New cross shaped kibble in the Satiety standard dog dry diet increases chewing and meal duration and helps further reduce begging.

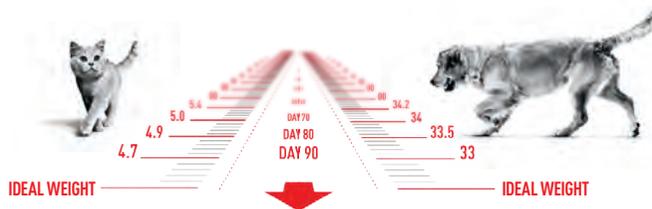


## HOW TO GET YOUR PET TO AN IDEAL WEIGHT

ROYAL CANIN® has developed **Vet Services** – a simple system to instantly work out your pet’s ideal weight – and exactly what you need to do to help your pet reach it.

Your veterinary team will create a custom program for your pet including their:

1. INDIVIDUAL TARGET WEIGHT
2. CUSTOM NUTRITION PROGRAM
3. WEIGHT-LOSS TIME FRAME AND FOLLOW-UPS.



## WHAT TO EXPECT

Benefits of a weight-loss program include improvement of your pet’s activity level and quality of life (e.g. playfulness), and can be noticed within 4 weeks. However, losing weight is a lengthy process that requires real commitment. It is important to have regular weigh ins and check ups with your veterinarian.

Ask your veterinarian for more information

For pet health nutrition enquires contact Consumer Care on **1800 622 969** or email at [consumercare.anz@royalcanin.com](mailto:consumercare.anz@royalcanin.com)

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



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# OVERWEIGHT PETS

AND HOW NUTRITION CAN HELP



## WHY SHOULD MY PET LOSE WEIGHT?

Excess weight is uncomfortable for your pet. It can decrease your pet's quality of life and ultimately reduce their life expectancy.

Pets that are overweight have less enthusiasm for exercise as they find physical activity difficult.

### DID YOU KNOW?

A cat or dog being overweight is linked to more than 20 illnesses including:

- Bone and joint disease (3 times more likely in obese pets)
- Urinary tract disease
- Heart disease
- Difficulty breathing
- Skin disease (2 times more likely in obese cats)
- Diabetes Mellitus (4 times more likely in obese cats)

Helping your pet lose weight will give them a new lease on life, and help to reverse the health risks associated with obesity.



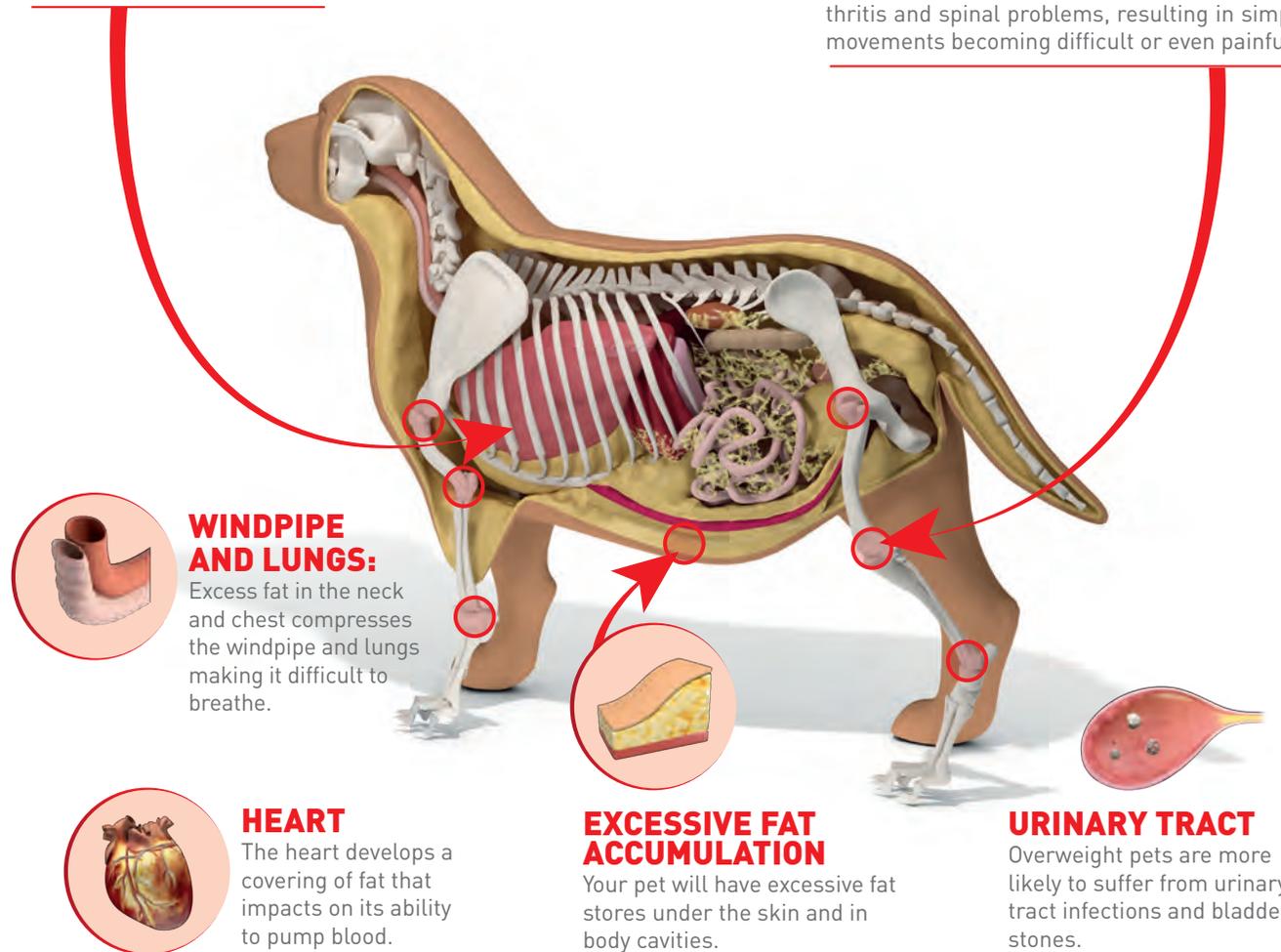
## CONSEQUENCES OF OBESITY

### EXERCISE

Your pet will find it difficult to exercise carrying excess weight and will tire more easily.

### JOINTS

The joints are under stress from excess weight. Your pet will be more likely to develop osteoarthritis and spinal problems, resulting in simple movements becoming difficult or even painful.



### WINDPIPE AND LUNGS:

Excess fat in the neck and chest compresses the windpipe and lungs making it difficult to breathe.

### HEART

The heart develops a covering of fat that impacts on its ability to pump blood.

### EXCESSIVE FAT ACCUMULATION

Your pet will have excessive fat stores under the skin and in body cavities.

### URINARY TRACT

Overweight pets are more likely to suffer from urinary tract infections and bladder stones.