CANINE HEALTH NUTRITION
Wet Formulation for Dog’s

Malta 2013
WHY A WET DOG FOOD?
Dog Owners: how do they choose their dog’s food?

- **Dry Dog Food**: 41.8%
- **Wet Dog Food**: 7.9%
- **42% of Dog Food buyers buy only Dry Dog Food**
- **Less than 10% of Dog Food Buyers buy only Wet Dog Food**

Dry Dog Penetration of Dog Owning HH: 91.9%

Dry Dog Penetration of Dog Owning HH: 47.9%

Source: Royal Canin US
We have a mission

Constantly bring, **through Health Nutrition and Shared Knowledge, the most precise nutritional solution** for each Cat and Dog’s health by building on constantly deepened scientific knowledge, and on Royal Canin’s roots in the feline and canine professionals network.
On line with our strategy

- **Dog first approach**

Wet food as a new technologic weapon to give the more precise nutritional answer to small dogs. Sometimes mix-feeding is the best solution for dogs, wet bringing added benefits to dry. There is a potential when we are looking at the feeding habits of small dogs owners.
What’s in it for me?

A new nutritional solution based on a completely new approach to Health Nutrition

A whole new approach on Royal Canin wet range; we designed a new wet range which when mix fed with dry food they maintain the same nutritional benefit.
1) Small dogs feeding behaviour

- Listening the owners
- Observing Dogs
- Observing feeding behaviours
Feeding behaviour depends on the individual perception.

Specific feeding behaviour
(Mugford, 1977),
(Ferrel, 1984)

Individual Perception
(Hullar et al., 2001)

Past feeding
Feeding experiences
(Houpt & Zicker, 2003)
(Vollmerhaus & Roos, 1996)

Environment
Small Dogs Nutritional Needs

- Proteins
- Lipids
- Carbohydrates, grains
- Vitamins
- Minerals...

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3) Finally small dogs have specificities…

Skin Sensitivities

Quick, short growth

Long Life

Urine tract sensitivities

High energy needs

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Nutrition can help manage these specificities

- **EPA&DHA**
- **Energy levels**
- **Antioxidants**
- **Minerals levels (Ca, P...)**
- **L-carnitine**
- **Fibers.**
Option 1: Systematically duplicate existing dry products.

Commercially easier as Dry buyer will buy the equivalent in wet

At first sight it can look more “logical”

This option does not allow to stress the differences between both technologies. **Wet is not dry with water**. Wet allows to reach added or different benefits.

This is a follower option
Option 2 : Steadily build the Health Nutrition territory

1/ Royal Canin wet allows cats and dogs to benefit from the same nutritional benefits both in dry and wet

2/ Functional wet food will help customise food and bring additional targeted benefits

Another step towards individualisation
Canine Health Nutrition

Special needs

1. Nutrients, not variety
2. Raw material quality
3. High digestibility
4. Stability and precision

Royal Canin’s unique wet approach

4 key points of Royal Canin wet

100% Health Nutrition

Royal Canin
100% HEALTH NUTRITION
The WET territory tomorrow

The Opportunity to create a new territory

Only we are innovating with Health Nutrition
Stater Mousse

Weaning
- Energy needs
- Digestive capacities

Nutritional solutions
- High palatability
- Easy weaning
At the beginning of weaning, puppies' energy needs are not covered by milk anymore...

Pups need an additional source of Energy.
...And milk teeth are appearing

The whole organism is being prepared to consume solid food
Palatability is very important during this phase

- Puppies have few energetic reserves
- Sensitive to hypoglycaemia
- Small ingestive capacity
- Have to eat frequently
Starter Mousse has been validated in the field

- 18 litters of mini
- 2 litters of medium
- 2 litters of maxi
- 1 litter of giant

95 puppies
350 kg of starter mousse
Different textures facilitate the weaning
Key points

• It facilitates weaning thanks to a very specific texture which has been approved in the field by breeders

• It also meets the requirements of the bitch at the demanding time of gestation and lactation
Junior

Growing
- Rapid growth
- Digestive development
- Calcium absorptions

Nutritional solutions
- High energy
- High digestibility
- Calcium precision
Junior wet and growing puppies in Royal Canin Kennel
Puppies have shown optimal growth with Junior wet mixfeeding Mini junior (dry) and Junior (wet)
Puppies have shown optimal growth with Junior wet mixfeeding
Mini junior (dry) and Junior (wet)

100% HIPPY

Health Nutrition

ROYAL CANIN

4 months - 4,4 Kg
4.5 months – 5.1 Kg
Puppies are sensitive to digestive troubles

- Immature digestive capacities

- Digestive parasites & viruses
  - Deworming

- Puppies are very sensitive to dehydration
  - Diarrohea can give puppies dehydration
  - High Surface/Weight ratio that facilitates water loss
Junior wet has a very good digestive performance

![Image of dog silhouettes and stools](image_url)

**Score:** 3.81

- Too hard
- Formed
- Stools
- Too soft

**100% Health Nutrition**

**Royal Canin**
The Junior Panel

• 22 junior dogs (2 to 10 months)
• Consuming Mini or X-Small dry (Royal Canin) only or mixfeeding with wet competitor

⇒ 28 days with Junior + Mini Junior or X-Small junior
Junior wet is very appreciated by junior dogs

The owners considered their dog appreciate / appreciate a lot mixfeeding with Junior wet (only 5% do not appreciate)
Junior wet has an excellent digestibility performance

86% of owners consider the feaces odour has improved or is unchanged

91% of owners consider that quality of feaces has improved or is unchanged
Key points

• Junior wet stimulate their appetite while being specially formulated for their **precise needs**.
Mature

Physiological evolution

- Ageing of organs

Nutritional solutions

- Antioxydant complex

- High digestibility and palatability

- Dental benefit
Ageing is a physical evolution
What is Oxidation? Ageing

A freshly-cut apple turns brown, a bicycle fender becomes rusty and a copper penny suddenly turns green. This is oxidation.
What are Free radicals?

Free radicals are like robbers which are deficient in energy.

Free radicals attack and snatch energy from the other cells to satisfy themselves.

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Antioxidants help reducing cell damages due to free radicals

Anti-oxidants kick out Free Radicals
Antioxidants to help fight against cellular oxidative stress

• **Vitamin C**
  – acts as an antioxidant at the level of cell membrane, and it *interacts with*;

• **Vitamin E**
  – is an essential vitamin which is a **strong antioxidant**, and actually the main anti oxidant of cell membranes, protecting them against free radicals.

• **Lutein** acts inside the cell, (and so does the **taurine**, an amino acid}
Mature wet nutritional solution help handling dental issues in ageing dogs

• Reduced appetite due to ageing process
• Reinforced by dental issues that cause pain & chronic suffering
  – Loss of activity and feeding behaviour change
• Mature wet will become the unique Solution for those cases
An adapted phosphorus level help to slow down the progression of renal ageing

- Ageing has a significant effect on renal filtration function in dogs and a risk of chronic renal failure
- Adapted levels of P are important for renal health
High digestibility is essential during ageing

- High digestibility of proteins
  - Limit colonic putrefactions
  - Improve digestive performance
  - Improve faecal scoring

- Higher levels EPA&DHA for digestive health
Mature wet has a very good digestive performance. 

- Stools: formed
- Stools: too hard
- Stools: too soft
Key points

• Mature +8 helps ageing small dogs supporting vitality and stimulating appetite
Light

Small dog weight gain
- Incidence
- Energy
- Activity

Nutritional solutions
- Energy reduction, high protein content and fat reduction
- High palatability
- L-Carnitine
- Fibers
Incidence of weight gain

- Increase of the overweighted population

- Neutering doubles the risk of obesity (Root Kustritz 2007; Colliard et al. 2006; McGreevy et al. 2005; Robertson 2003; Edney and Smith 1986)

- Reduced activity of indoor small dogs
Formulation is essential in the management of weight gain

• Reduced energy, high protein content and fat reduction

A high protein high fibre diet improves weight loss in obese dogs

Alexander J. German\textsuperscript{a,}\textsuperscript{*}, Shelley L. Holden\textsuperscript{a}, Thomas Bissot\textsuperscript{b}, Penelope J. Morris\textsuperscript{c}, Vincent Biourge\textsuperscript{b}

The Veterinary Journal 183 (2010) 294–297


A High-Protein, High-Fiber Diet Designed for Weight Loss Improves Satiety in Dogs

Mickaël Weber, Thomas Bissot, Eric Servet, Renaud Sergheraert, Vincent Biourge, and Alexander J. German
L-Carnitine support fatty acid metabolism

• L-Carnitine enables the fatty acids to enter the mitochondria inside the cell, where they are converted into energy

*Freeman and Rush, 2006
Key points

- Light is a specific nutritional solution to help small dogs to manage weight gain while maintaining a high palatability performance.
Beauty

Supporting skin sensitivities
- Small dogs skin sensitivities
Nutritional solutions
- Sources of protein and CHO
- Skin barrier
- Fatty acids
- CELT
- Vitamins
Why a Product for the Skin?
The diet has to fulfill high requirements of nutrients

• Largest organ of the body
  – Skin is 24% of the body weight of a newborn puppy and 12 % BW for adult dogs

• That multiplies rapidly
  – Skin needs nutrients for its intense cell renewal

• With high requirements of nutrients
  – Hair is more than 90 % protein
  – Skin and coat = 30 % animal’s daily protein requirements

• Deficiencies have a visible impact on both skin and coat condition
Skin and coat in small dogs

• Many small dogs breeds are identified as having “sensitive skin”

• Dermatological problems represent from 30-40% dermatological consultations
Beauty has been formulated for skin and coat health

- High level of high digestible protein:

- Pinch cocktail:
  - Pantothenic acid
  - Inositol
  - Niacine
  - Choline
  - Histidine

SD*: 0,2
Vitamins and skin nutrition

**Vitamin A**
- « epithelium vitamin »
- Key role in skin regeneration
- Regulates sebum production
- Prevents dandruff

**Biotin**
- Vitamin H
- Helps prevent:
  - Dry skin
  - Hair loss
  - Formation of scales

**Vitamin E**
- Tocopherol
- Antioxidant activity
- Excreted in sebaceous glands
- Limits fatty acids oxidation
Key points

- Beauty is a unique wet nutritional answer that supports skin and coat health.
Because we are animal first and we respect small dogs feeding behaviour

Thanks to our knowledge and respect, including wet technology

First wet Canine Health Nutrition
ROYAL CANIN’s DNA
Cat & Dog first

A new potential territory
through innovative wet nutritional expertise

Pioneers
Building upon our history
Because we believe in it!
What are We Offering Today

- 11+1 on each product for the next 5 months, end of September, this offer is exclusive for the shops that are here tonight.
Any Questions???
Thank you for your attention!!