



SPECIFIC

Superior nutrition from the veterinary experts

Nutritional advantage
for a healthier, happier dog



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IMPORTANT INFORMATION

TO BE COMPLETED BY PET OWNER

| | |
|---|---|
| OWNER NAME | |
| ADDRESS | |
| TEL | |
| DOG NAME | DATE OF BIRTH |
| DOG AGE | MALE <input checked="" type="checkbox"/> FEMALE <input checked="" type="checkbox"/> |
| NEUTERED YES <input checked="" type="checkbox"/> NO <input checked="" type="checkbox"/> | |
| COLOUR/DESCRIPTION | BREED |

TO BE COMPLETED BY VET PRACTICE

| |
|-----------------------|
| VETERINARY NURSE |
| PRACTICE NAME |
| PRACTICE TEL |
| MICROCHIP NO. |
| DATE OF MICROCHIPPING |
| MICROCHIP BAND |
| PASSWORD ON DATABASE |
| DATABASE WEB ADDRESS |
| ADDITIONAL NOTES |

HOME HEALTH CHECKS

Routine health checks at home help you monitor the welfare of your dog. They will help you to quickly spot any changes that need the attention of your vet and give you important information to pass onto your vet. We suggest checks every 4-6 weeks.

- **EYES** Should look clear and bright with no discharge or inflammation. In older dogs look out for a cloudy lens - this may indicate cataracts.
- **EARS** Should be clean and odour free with no inflammation or discharge. Look for wax and general cleanliness
- **MOUTH & TEETH** Check your dog's teeth, breath and gums. Bad breath is not to be expected and may be a sign of tooth decay, gum disease or digestive problems. Gums should be pale pink. Look for any broken teeth and plaque build-up.
- **SKIN & COAT** The coat should be shiny rather than dull; are there any signs of dandruff? A dull, dry or greasy coat, with flaky skin may be a sign of problems with their diet. Look for sore spots or lumps.
- **FEET** Check the pads for signs of soreness or cracking. Look between the toes to make sure that nothing has become wedged in there. Do the nails need cutting?
- **WEIGHT** What is the Body Condition Score? (See page 6).
- **FEEDING** Any changes in feeding? Eating more or less than usual? Watch them eat – are there any problems chewing/swallowing etc?
- **DIGESTION** Any repeated vomiting, diarrhoea or flatulence?
- **MOBILITY** Look for signs of stiffness when getting up after a period of rest or any trouble climbing stairs or getting into the car. Are they lagging behind on walks?
- **BEHAVIOURAL CHANGES** Look for signs of disorientation or changes in alertness. Are there any changes in the way they interact with family members?



HOME HEALTH CHECK LIST

| | | | | | |
|-----------------|-------------------------------------|--------------------------|---------------|-------------------------------------|--------------------------|
| CHECK No.1 DATE | | | EYES | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| EARS | <input checked="" type="checkbox"/> | <input type="checkbox"/> | MOUTH & TEETH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| FEET | <input checked="" type="checkbox"/> | <input type="checkbox"/> | WEIGHT | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| DIGESTION | <input checked="" type="checkbox"/> | <input type="checkbox"/> | MOBILITY | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | | | BEHAVIOUR | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| NOTES | | | | | |

| | | | | | |
|-----------------|-------------------------------------|--------------------------|---------------|-------------------------------------|--------------------------|
| CHECK No.2 DATE | | | EYES | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| EARS | <input checked="" type="checkbox"/> | <input type="checkbox"/> | MOUTH & TEETH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| FEET | <input checked="" type="checkbox"/> | <input type="checkbox"/> | WEIGHT | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| DIGESTION | <input checked="" type="checkbox"/> | <input type="checkbox"/> | MOBILITY | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | | | SKIN & COAT | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | | | FEEDING | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | | | BEHAVIOUR | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| NOTES | | | | | |

| | | | | | |
|-----------------|-------------------------------------|--------------------------|---------------|-------------------------------------|--------------------------|
| CHECK No.3 DATE | | | EYES | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| EARS | <input checked="" type="checkbox"/> | <input type="checkbox"/> | MOUTH & TEETH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| FEET | <input checked="" type="checkbox"/> | <input type="checkbox"/> | WEIGHT | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| DIGESTION | <input checked="" type="checkbox"/> | <input type="checkbox"/> | MOBILITY | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | | | SKIN & COAT | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | | | FEEDING | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | | | BEHAVIOUR | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| NOTES | | | | | |

| | | | | | |
|-----------------|-------------------------------------|--------------------------|---------------|-------------------------------------|--------------------------|
| CHECK No.4 DATE | | | EYES | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| EARS | <input checked="" type="checkbox"/> | <input type="checkbox"/> | MOUTH & TEETH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| FEET | <input checked="" type="checkbox"/> | <input type="checkbox"/> | WEIGHT | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| DIGESTION | <input checked="" type="checkbox"/> | <input type="checkbox"/> | MOBILITY | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | | | SKIN & COAT | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | | | FEEDING | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | | | BEHAVIOUR | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| NOTES | | | | | |

BODY CONDITION SCORING

Studies have shown that 59% of dogs are overweight or obese⁽¹⁾. Being at ideal weight will make your dog healthier and happier.

Excess weight makes your dog less active, increases the risk of developing joint problems, urinary problems, diabetes, heart problems and many others.

Here is a simple guide to tell you whether your dog is at ideal weight or whether they could benefit from losing a bit.

GIVE THEM A STROKE AND SEE






With the palms of your hand lightly stroke your dog across their rib cage on either side – can you feel their ribs?

Look at them from the above and from the side. Which of the pictures best resembles your dog – can you see a waist? If your dog has a thick coat you may need to feel for the waist rather than just look.

Some dog's natural body shape may make this guide harder to use. Breeds like Whippets and Greyhounds naturally have a leaner shape, whilst breeds such as Staffies are naturally broader – if in doubt ask your vet or vet nurse.

WHICH PICTURE BEST RESEMBLES YOUR DOG?

Note the result on your Home Health Check Scorecard

| | | | |
|-----------------|---|-----------------|---|
| 1. MALNOURISHED |  | <5% body fat | Consult your vet |
| 2. UNDERWEIGHT |  | 5-15% body fat | Consult your vet to see if you are under feeding your dog |
| 3. IDEAL |  | 16-25% body fat | Great job: Keep doing what you are doing |
| 4. OVERWEIGHT |  | 26-35% body fat | Consult your vet about the right nutrition for your dog |
| 5. OBESE |  | >35% body fat | Consult your vet about the right nutrition for your dog |

(1). COURCIER EC, THOMPSON RM & MELLOR DJ. An epidemiological study of environmental factors associated with canine obesity. J Small Anim Pract 2010;51:362-7

BODY CONDITION RECORD

| Date | Food type | Amount per day | Body condition score 1-5 | Weight |
|------|-----------|----------------|--------------------------|--------|
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GOOD NUTRITION THE KEY TO A DOG'S WELLBEING

Better quality foods made with better quality ingredients support a better quality of life.

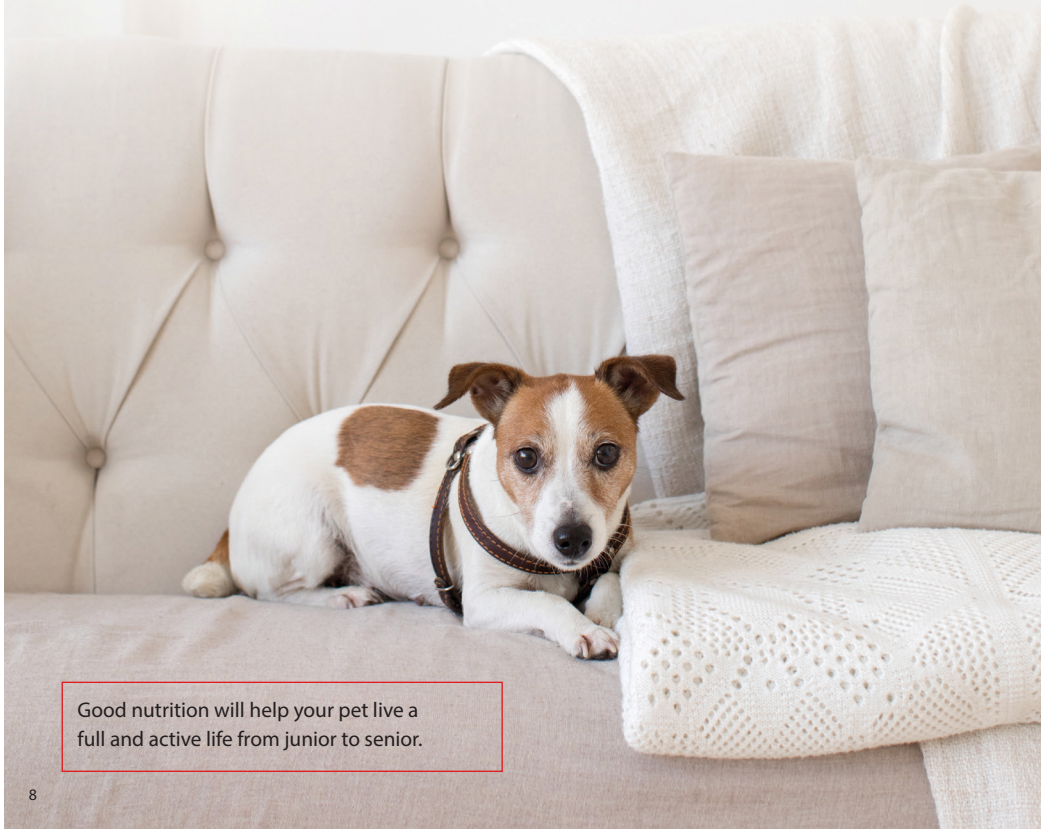
Good nutrition is more than just about giving your dog enough to eat. It is about providing them with a diet that delivers an ideal mix of the nutrients – the building blocks of life that allow them to grow, develop to their potential and stay active and healthy.

The nutritional requirements of dogs are complex and different life stages, breeds, activity levels and states of health all have an effect on a dog's unique nutritional needs.

Each nutrient has a different role to play and optimal nutrition is about achieving a balance of those nutrients – one that best suits each dog's individual needs.

Getting that balance right can have a direct and lasting impact on their appearance, vitality, temperament and overall health.

Good nutrition can help your dog thrive, whatever their breed and whatever their life stage.



Good nutrition will help your pet live a full and active life from junior to senior.



WHAT IS SPECIFIC™?

SPECIFIC is a range of dog and cat nutrition designed to meet the nutritional needs of each different life stage and to provide nutritional support for a variety of common health conditions.

Developed by veterinary healthcare professionals and available through vets, SPECIFIC has been formulated with the highest quality ingredients to deliver a range of feeds with nutritional profiles optimised to help maintain supple joints, support brain and eye development and promote good cardiac health.

SPECIFIC has been built around the unique

nutritional benefits of fish, so many diets within the SPECIFIC range are rich in marine sourced omega-3, essential fatty acids that support a healthy coat and skin.

This unique formulation means that SPECIFIC is a highly effective range of cat and dog nutrition that helps keep cats and dogs in the very best of health.

CIRCLE OF GOOD HOLISTIC NUTRITION FROM SUSTAINABLE SOURCES

SPECIFIC is committed to a philosophy that we call the Circle of Good.



We believe it is our responsibility to support the environment that produces the extraordinary ingredients that create our nutritious and healthy foods

- All of the fish in our dry diets now comes from sources accredited as sustainable
- The majority of our cartons are FSC certified and we have a project in place to move the remainder over soon

- 2,500 m² of solar panels on our European factory saves 25 tons of CO₂ per year
- Packaging changes made in 2018 and 2020 reduced plastic usage by 18 tons a year
- In 2020 we introduced one of the first dry pet foods in recyclable bags and are committed to having all of our foods in recyclable packaging by 2023

FISH & MARINE-SOURCED INGREDIENTS THE JEWEL IN OUR CROWN

Fish is an excellent source of the nutrients needed to keep dogs healthy. Rich in omega-3 and a high quality, easily digestible protein, it's no wonder we've made fish and other marine ingredients a core component of SPECIFIC:

- Naturally rich in omega-3, essential fatty acids that play a key role in coat and skin health, joint mobility, cardiac and kidney health, brain and eye development. They also promote a strong immune system
- The right type of omega-3 – The beneficial EPA and DHA forms of omega-3 are not found in plant omega-3 and can only be obtained from fish
- Fish is a high quality protein, low in saturated fat and easily digested
- Fish and other marine ingredients are packed with vitamins D and B2 (riboflavin) supporting bone formation, nerve and muscle control and promoting coat and skin health
- A great source of minerals including calcium, phosphorus, iron, zinc, iodine, magnesium and potassium



KRILL: A SUPERIOR FORM OF OMEGA-3

NOT ALL OMEGA-3 IS EQUAL

We are constantly looking at ways to improve our diets to help keep dogs healthy which is why many of our diets now contain krill – a rich and sustainable source of a superior form of omega-3.



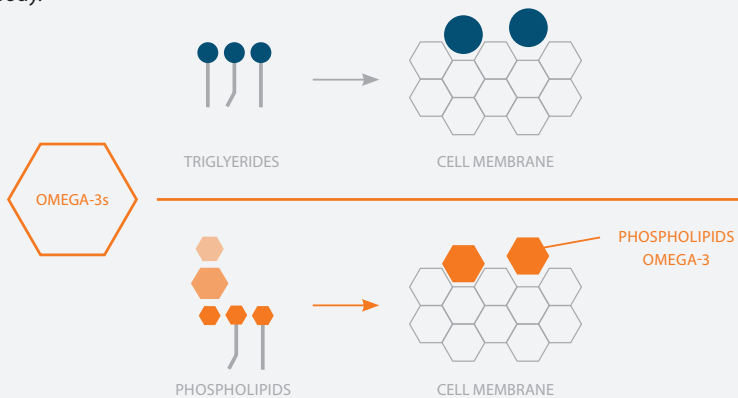
BETTER INCORPORATED INTO THE BODY

Omega-3 fatty acids from krill are mainly present as phospholipids which helps them cross cell membranes and be better incorporated into the body.

It's not just omega-3 though, krill also contains choline, an essential nutrient that supports a healthy liver and is important for good brain health.

Omega-3 phospholipids are water-soluble to which makes them gentle on pets' stomachs and more readily absorbed by their body.

It also is rich in astaxanthin, a natural antioxidant that supports the immune system.



They may just be small, shrimp-like crustaceans but krill delivers a powerful nutritional boost to the SPECIFIC range. In keeping with our goals of only using responsibly sourced fish our krill comes from MSC certified fisheries.



In 2018, the Antarctic krill fishery received, for the fourth year in a row, an "A" rating by the Sustainable Fisheries Partnership (SFP) for having a krill biomass that is in very good condition.

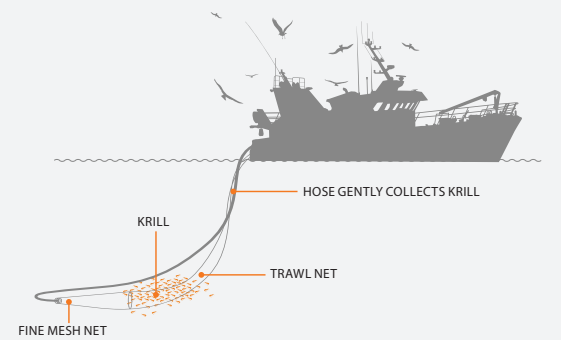


Catch levels of only 1% of the area 48 biomass combined with the rapid breed cycle of krill means that stocks are more than able to replenish themselves.



In 2018, a voluntary no-fishing zone around penguin colonies was introduced to avoid damage to the wider environment from fishing operations.

Patented Eco-Harvesting technology uses a continuous mid-water trawl system that is guarded by a fine mesh net, which prevents anything larger than krill from entering.





EVERYDAY ADULT DIETS FROM SPECIFIC™

A range of wet and dry diets providing tailored nutrition for small, medium and large dogs.

- High levels of omega-3 from fish for healthy coat, skin and joints
- Moderate energy density to help maintain ideal body weight
- Easy to digest and with added Prebiotics beet pulp and FOS (fructo-oligo-saccharide)



- For highly active dogs a choice of wet and dry foods specially formulated for the energy needs of even the most highly active dogs





NUTRITION TO HELP WITH ALLERGIES AND SENSITIVITIES

There are different causes of sensitivities and allergies. Some are a reaction to foods and others to environmental causes such as mites or dust. Sometimes there is an allergic reaction to both food and external allergens. Different types of allergies call for different nutritional response.

Food allergies and sensitivities

When dealing with food intolerance, look for proteins that your dog is unlikely to have eaten before. Also look for a limited number of ingredients, reducing the chances of feeding a problem causing ingredient. Hydrolysis also helps, by cutting the protein molecules into very small pieces making them less likely to trigger a reaction.

Environmental allergies

Your dog's skin is the first layer of defence against allergens in the environment and a healthier skin can improve the protection. Nutrients such as omega-3 from fish and krill and vitamins and minerals such as zinc, vitamin A and B-complex all help maintain a healthy skin. Omega-3 fish oils can also support the natural anti-inflammatory process and so help counteract the distressing itching.

MANAGEMENT OF FOOD ALLERGENS



A choice of wet and dry diets for dogs suffering from food allergies.

- Based on a few low allergen ingredients that are less likely to trigger an allergic reaction
- Also available with hydrolysed proteins, where the protein molecules are cut into very small pieces making them less likely to trigger a reaction

MANAGEMENT OF ENVIRONMENTAL ALLERGENS

A dry diet for dogs suffering from environmental allergens.

- Multiple skin supporting nutrients including omega-3 from fish and krill, borage oil, enhanced levels of vitamin A, E and B complex, zinc and selenium to support healthy coat and skin improving barrier protection
- Exceptionally high level of omega-3 supports the natural anti-inflammatory process helping relieve the distressing itching



MANAGEMENT OF COMBINED FOOD AND ENVIRONMENTAL ALLERGENS



A choice of wet and dry diets for dogs suffering from combined food and environmental allergies.

- Multiple skin supporting nutrients including omega-3 from fish and borage oil, enhanced levels of vitamin A, E and B complex, zinc and selenium to support healthy coat and skin improving barrier protection
- Hydrolysed salmon protein and rice – ingredients less likely to trigger food reactions
- Uniquely high level of omega-3 supports the natural anti-inflammatory process helping relieve the distressing itching

NUTRITION TO HELP WITH BLADDER STONES AND URINARY TRACT HEALTH

Urine carries away water, dissolved protein waste and excess minerals. When there are more waste materials than can be dissolved, then stones can form in the bladder. These stones can block the urine and waste elements in the bladder, with the potential for serious harm, whilst the tension in the bladder causes pain.

HOW CAN DIET HELP?

- By reducing the amount of mineral protein waste – giving less material and for stones to form
- By changing the acidity of urine, helping to dissolve stones whilst preventing other stones from re-forming
- By encouraging drinking to increase urination and help flush out waste

In the case of the struvite stones the correct diet can actually dissolve the stones, helping avoid unnecessary surgical treatments. Once dissolved, diet can then help prevent their recurrence.

In the cases of calcium-oxalate and cystine stones, unless very small, these will need to be removed surgically, but once removed, a proper diet can help prevent their recurrence.



DISSOLUTION AND MANAGEMENT OF STRUVITE STONES



SPECIFIC™ Struvite Management.

- A more acidic urine helps to dissolve struvite stones
- Reduced mineral content provides less material to produce stones
- Slightly increased sodium content to promote drinking to dilute the urine and increase urination

MANAGEMENT OF CALCIUM-OXALATE OR CYSTINE STONES

SPECIFIC™ - Heart & Kidney Support.

- Lower protein levels reduce the levels of oxalate and cystine in the urine whilst protein of very high quality gives proper nutrition
- A more alkaline urine discourages crystals from forming
- Added potassium citrate keeps the calcium oxalate in solution rather than forming into crystals



MANAGEMENT OF URATE STONES



SPECIFIC™ CDD Food Allergen Management (egg & rice).

- Low purine and lower protein, but very high quality protein, provides less materials to produce stones
- A more alkaline urine discourages crystals from forming
- Based on egg and rice, ingredients low in purine

NUTRITION TO HELP WITH SUPPORT JOINTS AND MOBILITY

In a healthy body, the ends of bones are coated with protective cartilage, which is constantly broken down and rebuilt. However, if it breaks down too fast or rebuilds too slowly, then cartilage degrades allowing bones to rub together, causing pain, irritation and inflammation.

HOW CAN DIET HELP?

Support cartilage: Nutrients such as omega-3 from fish and krill; collagen peptides; chondroitin; manganese and anti-oxidants can help slow the breakdown of cartilage and speed up the creation of new cartilage.

Weight management: Excess weight is both a cause and a result of the problem. Excess weight increases the levels of cartilage degradation whilst the reduced mobility, caused by the pain, contributes to further weight gain.



NUTRITION TO HELP WITH DIGESTIVE PROBLEMS

There are a number of causes of digestive problems including infection, something they have eaten or parasites. Whatever the cause of the upset, your dog isn't getting sufficient nutrients and this needs to be addressed.

HOW CAN DIET HELP?

Highly digestible ingredients allow them to get enough nutrients, even with an impaired digestive system. They also help prevent further irritation to the stomach and leave less undigested food in the gut to feed bad bacteria.

Specialist ingredients such as zeolite can absorb toxic components in the gut and Yucca can help reduce the smell of flatulence.

Higher levels of vitamins and minerals can help compensate for those lost through diarrhoea and vomiting and increased levels of electrolytes, such as potassium and sodium in these diets replace these losses.



SPECIFIC™ JOINT SUPPORT



A dry diet for dogs for support of healthy joints and mobility.

- High levels of omega-3 from fish and krill to support the natural anti-inflammatory process and reduce degradation of cartilage
- A powerful combination of cartilage supporting nutrients including omega-3 from fish and krill; chondroitin (a building block of cartilage); hydrolysed collagen peptides; beta glucans; manganese to activate cartilage creating enzymes and antioxidants to mop up cartilage degrading free radicals
- Moderate energy levels and L-carnitine – a fat burning amino acid derivative to help maintain ideal bodyweight and reduce pressure on joints

SPECIFIC™ DIGESTIVE SUPPORT



A choice of wet and dry diets for dogs suffering from digestive upset.

- Made with easy to digest ingredients and low fibre content to maximise digestibility
- With added postbiotics and AuraGuard supporting gut barrier integrity and a balanced microbiome
- Low fat wet and dry diets for the management of pancreatitis
- High content of minerals and fat soluble vitamins compensate for reduced absorption and replace losses from vomiting
- Beta glucans from yeast support immune system
- Mannan-oligo-saccharides prevent problematic gut bacteria from attaching to the intestinal wall
- Fermentable fibres to support a healthy gastrointestinal microflora
- Zeolite absorbs toxic components in the gut
- Yucca extract reduces the smell of unpleasant gasses.

NUTRITION TO HELP WITH HEART & KIDNEY PROBLEMS

Decreased function of your dog's organs (kidneys, heart or liver) can mean you have a really sick dog. While symptoms of organ failure in dogs vary according to the affected organ, your dog will probably require some sort of special management, either medical or dietary, for the rest of their life.

HOW CAN DIET HELP?

High levels of omega-3 from fish and krill, reduced protein and carefully balanced minerals support the blood pressure and reduce kidney workload.



SPECIFIC™ HEART & KIDNEY SUPPORT

A choice of wet and dry diets for dogs with reduced heart, kidney and/or liver function.

- High levels of omega-3 from fish and krill support heart rhythm and normal blood pressure
- Reduced protein content reduces workload on the kidney combined with proteins of high biological value to ensure your dog gets the nutrients it needs
- High levels of omega-3 and restricted phosphorus content support kidney function
- L-carnitine and taurine support the heart function
- Reduced salt content will support healthy blood pressure



NUTRITION TO HELP WITH DIABETES

Insulin allows the body to use glucose (sugar) for energy. When blood glucose levels rise in healthy dogs, then more insulin is released helping to maintain a steady level of blood glucose.

Most dogs with diabetes mellitus can be characterised by a lack of production of the hormone insulin.

The result is that the body can't properly use glucose for energy and is less able to control blood glucose levels.

HOW CAN DIET HELP?

Diets that slowly release glucose, will help control blood sugar levels.

Omega-3 fatty acids from fish or krill can help support associated problems and support insulin sensitivity and normal blood lipid levels and blood pressure.

Endocrine disorders can also reduce the performance of the immune system so immune supporting nutrients such as omega-3 fish oils; beta-glucans, zinc and selenium can help.



SPECIFIC™ ENDOCRINE SUPPORT

A dry diet for dogs with diabetes, cushing's disease and hypothyroidism.

- Low carbohydrate level and carbohydrates from sources with a low glycaemic index oats, pea and lentils help maintain normal glucose levels
- High levels of omega 3 from fish and krill and omega-6 fatty acid GLA, from borage oil, to help maintain normal blood pressure and support insulin sensitivity
- Multiple immune supporting nutrients – omega-3 from fish and krill; beta-glucans from yeast and increased levels of zinc and selenium
- It has a moderate energy levels to support optimal weight management
- Moderate fat level provides support in case of high blood lipid levels and the associated condition of pancreatitis
- High levels of antioxidants to mop up harmful free radicals



NUTRITION TO HELP MAINTAIN IDEAL BODYWEIGHT



Excess weight makes your dog less active, increases the risk of developing joint problems, urinary problems, diabetes, heart problems and many others.

HOW CAN DIET HELP?

The good news is weight loss diets are carefully designed to be low in fat and high in fibre, meaning your dog can still enjoy full portions, giving them a feeling of fullness, whilst losing weight.

These diets are also high in protein, causing the loss to come from fat rather than muscle mass.

SPECIFIC™ WEIGHT REDUCTION



A choice of wet and dry diets to help your dog lose weight or keep at an ideal bodyweight.

- Low in calories and fat and high in fibre and protein so you can serve full portions allowing your dog to lose weight without feeling hungry
- Because it is high in protein the weight loss comes from fat rather than lean body mass helping to preserve muscle mass and increase weight loss
- Has added L-carnitine – a fat burning amino acid derivative
- High levels of omega-3 from fish and krill to help maintain healthy coat, skin and joints



NUTRITION TO HELP DOGS RECOVERING FROM SURGERY

If your dog is recovering from sickness or has had an operation or chemotherapy, then they are not going to feel much like eating. To ease them back into normal life, start them with small light meals.

HOW CAN DIET HELP?

Recovery diets are specially formulated with highly digestible ingredients containing boosted levels of calories, protein and fat – meaning even if they eat less they still get the nutrients they need.

Dogs in recovery need nutrients to support the immune system, so ours contains omega-3 fish oils, beta-glucans and high levels of zinc, selenium and arginine. Zinc and beta-glucans also aid in wound healing.

SPECIFIC™ INTENSIVE SUPPORT



A wet food for dogs and cats in convalescence and recovery.

- Contains nutrients needed for recovery
- Omega-3 supports the natural anti-inflammatory process
- Supports wound healing
- Supports the immune system

If you have any questions about the SPECIFIC diets, please talk
to your nutritional advisor or veterinary nurse or contact:

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Dechra Veterinary Products Limited is a trading business of Dechra Pharmaceuticals PLC



TO FIND OUT MORE VISIT WWW.SPECIFIC-DIETS.CO.UK