



SPECIFIC

Superior nutrition from the veterinary experts

Nutritional advantage
for a healthier, happier puppy



CONTENTS

Important information	3
At what age is a dog still a puppy?	4
How often should I take a puppy to the vet?	5
Good Nutrition the key to a puppy's wellbeing	6
What is SPECIFIC™?	7
Circle of good	8
Fish & other marine ingredients - The jewel in our crown	9
Nutritional needs of puppies	10
Puppy foods from SPECIFIC™	11
Special Care diets	12
Vet appointments	14



IMPORTANT INFORMATION

TO BE COMPLETED BY PET OWNER

OWNER NAME	
ADDRESS	
TEL	
PUPPY NAME	DATE OF BIRTH
PUPPY 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

AT WHAT AGE IS A DOG STILL A PUPPY?

This really depends on the breed and size of your dog.

Whilst small breeds can reach adulthood at around 9 months to 1 year, giant breeds are often not considered adults until about 18 months of age.

As a general rule, about 80% of adult weight is the time you should think of gradually switching to adult foods.



A GOOD DEFINITION OF THE LIFE STAGES IS:

LIFE STAGES OF DOGS

PUPPY | Neonate until reproductive maturity

ADULT | Finished growing, structurally and socially mature

MATURE | From middle up to approximately the last 25% of expected lifespan

SENIOR | From maturity to life expectancy

GERIATRIC | At life expectancy and beyond



HOW OFTEN SHOULD I TAKE A PUPPY TO THE VET?

- As well as vaccinations at 8 and 12 weeks and, possibly, neutering at 6 months it is worth taking your puppy to the vets every 3 months for a growth and weight check
- The vet will give any vaccinations needed, give them a thorough physical examination and may want to give blood and urine tests



- The reason for the increased frequency of visits is that this allows your vet to build up a base line against which future tests can be measured. That way they are able to spot any changes and so, hopefully, spot any problems early



GOOD NUTRITION THE KEY TO A PUPPY'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





NUTRITIONAL NEEDS OF PUPPIES

Puppies are not just smaller adults – they have their own particular nutritional needs.

- Puppies need more energy per kilo of body weight than adult dogs
- Puppies have special mineral requirements, especially for calcium and phosphorus, important for their role in the formation of bones and teeth
- Both too much or too little calcium can affect bone development. Puppies, younger than 5 months, can't adjust their absorption of calcium so it's important they take in the right amount in the diet. Calcium can also reduce the absorption of phosphorus in the diet so the ratio of calcium to phosphorus needs to be right
- EPA and DHA omega-3 fatty acids are particularly important during the puppy years. The brain and eye are highly enriched with omega-3 fatty acids, which accumulate in these tissues during late foetal and early neonatal life
- Large and giant breeds have very special needs when it comes to nutrition. Many large and giant breeds are predisposed to grow fast which, in later life, can result in to hip dysplasia and similar conditions. Diets designed for large breed puppies should have lower energy density and carefully balanced calcium and phosphorus levels

PUPPY FOODS FROM SPECIFIC™

A choice of wet and dry diets containing all the vitamins and minerals needed for healthy growth and with high levels of omega-3 from fish to support development of the eyes, brain, skin, coat and joints.

- High levels of omega-3 from fish supporting brain and eye development and support a healthy coat, skin and joints
- Calcium and phosphorus levels are adjusted for teeth and bone growth
- Added psyllium husk for digestive support
- Large and giant breed puppy food is formulated with moderate energy and calcium content to support the development of healthy joints and skeleton and reduce the risk of accelerated growth or weight gain



SPECIAL CARE DIETS

From time to time, your dog might need some special care. SPECIFIC™ has a range of diets to help manage a variety of health issues including:

FOOD SENSITIVITY & OTHER ALLERGIES
CDD-HY/COD-HY/CDD
COW-HY/CDW



BLADDER STONES & URINARY TRACT HEALTH
CCD/CDD/CKD/CKW



JOINT SUPPORT
CJD



DIGESTIVE SUPPORT
CID/CIW



HEART & KIDNEY SUPPORT
CKD/CKW



ENDOCRINE SUPPORT
CED-DM



WEIGHT MANAGEMENT
CRD-1/CRD-2/CRW-1



POST-OPERATIVE RECOVERY DIET
F/C-IN-W



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