



SPECIFIC®

Nutritional advantage
for a healthier, happier senior cat



Superior nutrition from the veterinary experts

CONTENTS

Important Information	3
Making your home older cat friendly	4
Flea and worming treatments	6
Home health checks	8
Body condition scoring	10
Good nutrition the key to a cat's wellbeing	12
What is SPECIFIC™ ?	13
Circle of good	14
Fish & other marine ingredients - The jewel in our crown	15
Every day diets	16
Allergies & sensitivities	18
Bladder stones and urinary tract health	20
Joint problems	22
Digestive problems	23
Heart and kidney problems	24
Diabetes	25
Ideal bodyweight	26
Cats recovering from surgery	27
How often should your cat visit the vet?	28
Vet appointments	29



IMPORTANT INFORMATION

TO BE COMPLETED BY PET OWNER

OWNER NAME |

ADDRESS |

CAT NAME |

CAT AGE |

MALE



FEMALE



NEUTERED

YES



NO



COLOUR/DESCRIPTION |

VETERINARY NURSE |

PRACTICE NAME |

PRACTICE TEL |

MICROCHIP NO. |

DATE OF MICROCHIPPING |

MICROCHIP BAND |

PASSWORD ON DATABASE |

DATABASE WEB ADDRESS |

ADDITIONAL NOTES |



Just like humans, cats' needs change in their senior years. Your cat will need a home environment that suits its ageing body and mind.



FLEA AND WORMING TREATMENTS

The flea lifecycle: The female will lay its eggs on your cat. The eggs then fall off around the home. Depending on conditions, they can take anywhere from 2 days to 2 weeks to hatch as larvae. The larvae will then develop in pupae encased in cocoons.

When ready, the adult flea will emerge from its cocoon, attracted by vibrations, carbon dioxide, and body heat from your pets. It will then jump onto your cat where it will lay its eggs, restarting the whole process.

This indicates the importance of regular flea treatment.

Removing fleas from your cat is one thing, but they will become reinfected from fleas in the house.

Regular treatment gives you the best chance of removing new fleas from your cat before they get the chance to lay eggs and start the whole cycle again.

NEVER use a flea product on a cat that has been formulated for use on a dog – some of these contain ingredients that can cause serious harm to cats.



APPOINTMENT WORMING AND FLEA TREATMENT RECORD

WORMING

Treat cats over 6 months every 1-3 months, with cats that hunt being treated every month

FLEA TREATMENT

Treat every 4-6 weeks

WORMING TREATMENT

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FLEA TREATMENT

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Routine health checks at home help you monitor the welfare of your cat. 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.



HOME HEALTH CHECK LIST

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<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	SKIN & COAT
<input checked="" type="checkbox"/>	<input type="checkbox"/>	WEIGHT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
DIGESTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ACTIVITY
<input checked="" type="checkbox"/>	<input type="checkbox"/>	POSTURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
NOTES					

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EARS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOUTH & TEETH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HYDRATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	URINATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MOBILITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>

CHECK No.3 DATE				<input checked="" type="checkbox"/>	<input type="checkbox"/>
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DIGESTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ACTIVITY
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EARS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOUTH & TEETH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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GOOD NUTRITION THE KEY TO A CAT'S WELLBEING

Good nutrition is more than just about giving your cat 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 kittens are complex and different life stages, breeds, activity levels and states of health all have a bearing on a cat'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 cat'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 cat 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 cat 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 kitten and kitten nutrition that helps keep kittens 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

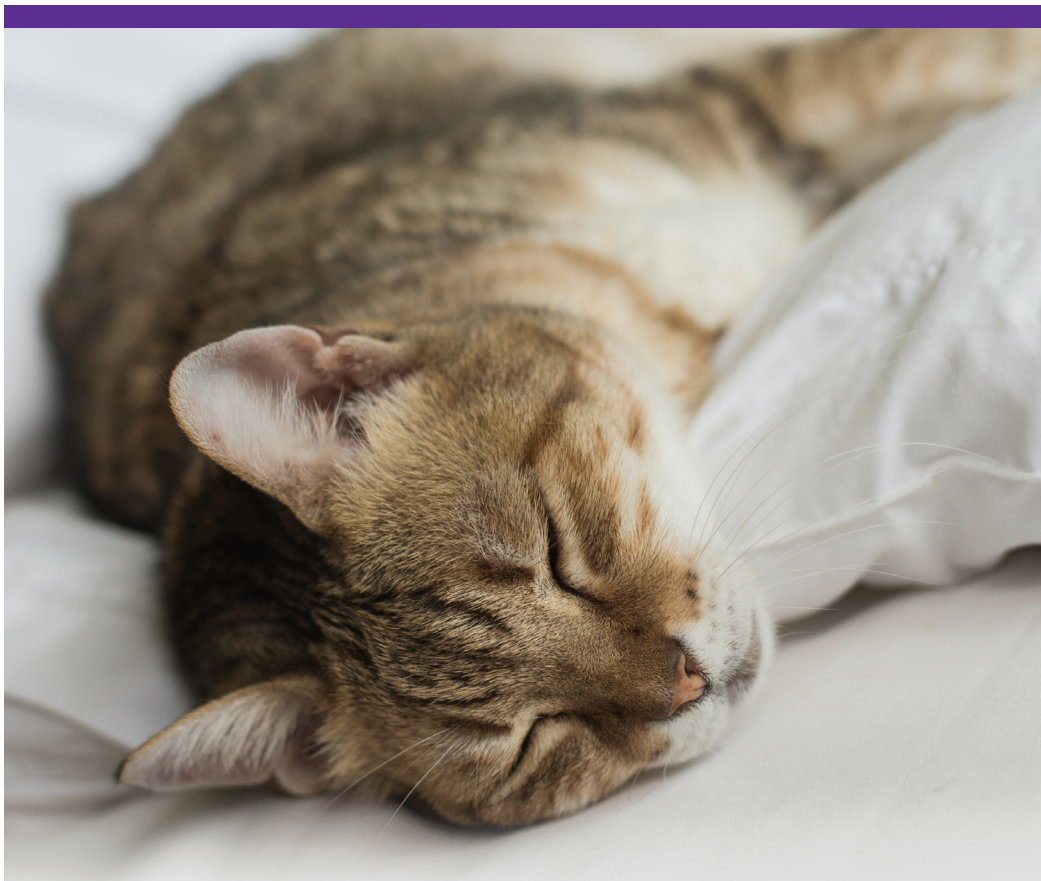
- 2,500 m² of solar panels on our European factory saves 25 tons of CO₂ per year
- Packaging changes made in 2018 and 2020 reduced plastic usage by 18 tons a year
- In 2020 we introduced one of the first dry pet foods in recyclable bags and are committed to having all of our foods in recyclable packaging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

FISH & MARINE-SOURCED INGREDIENTS THE JEWEL IN OUR CROWN

Fish is an excellent source of the nutrients needed to keep kittens 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 protein is high quality, 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





EVERYDAY NUTRITION FOR A HEALTHIER, HAPPIER CAT

As cats age, they have a reduced ability to smell and taste food. They are less able to digest fats and proteins, heart, kidney and liver work less efficiently and joints stiffen.

SPECIFIC™ cat foods are designed to address all of the key health issues facing adult and senior cats.

Older cats are also vulnerable to weight loss. Diets for senior cats are designed to provide nutrients that allow for these changes and will provide higher energy levels to maintain an ideal bodyweight.

Whilst also providing highly digestible and highly palatable ingredients that provide nutrients to support ageing joints, it also reduces workload on the kidneys and support healthy heart function.

They are available in both wet and dry formulations, with nutrients to support heart, kidney and liver functions and joint mobility to help keep your cat fit and active throughout their senior years.

EVERYDAY ADULT DIETS FROM SPECIFIC™

A choice of wet and dry diets for adult cats aged under 8 years.

- Well balanced calorie content to maintain ideal bodyweight
- Highly digestible ingredients for optimal uptake of nutrients
- Low magnesium and phosphorous to support a healthy urinary tract



ORGANIC DIETS

Our Organic with Beef and Organic with Chicken pâtés are made with a minimum of 95% organic ingredients.



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, dust, pollens and moulds. 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 foods with unusual proteins which your cat is unlikely to have eaten before. An ideal food has unusual proteins and limited number of ingredients, reducing the risk of giving your cat one of the problem causing ingredients.

Hydrolysatation can also help by cutting the protein molecules into very small pieces making them less likely to trigger a reaction.

Environmental allergies

Your cat's skin is the first layer of defence against allergens in the environment. A healthier skin can improve its protection. Nutrients such as Omega-3 from fish oils and vitamins and minerals including zinc, vitamin A and B-complex all help maintain a healthy skin.

Relieving the symptoms of flea bites Omega-3 fish oils can help support the natural anti-inflammatory process in your cat and so help counteract the distressing itching.

MANAGEMENT OF FOOD ALLERGENS



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

- Based on a few low allergen ingredients that are less likely to trigger an allergic reaction
- The dry food additionally uses 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 cats suffering from environmental allergens.

- Contains multiple skin supporting nutrients – uniquely high levels of Omega-3 from fish, GLA from borage oil, Vitamin A, E and B complex and zinc and selenium
- Supports healthy skin to improve barrier protection against environmental allergens



MANAGEMENT OF COMBINED FOOD AND ENVIRONMENTAL ALLERGENS



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

- Carefully selected ingredients and hydrolysed proteins reduce the risk of food allergies
- Skin supporting nutrients help strengthen the skin and so improve barrier protection from external allergens

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 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.

Another common problem in cats is idiopathic cystitis, a disease of the lower urinary tract without any obvious causes – such as bacteria or urinary stones. Ideally cats with this disease should be fed a wet diet to increase fluid intake.



DISSOLUTION AND MANAGEMENT OF STRUVITE STONES



SPECIFIC™ Crystal 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™ 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 IDIOPATHIC CYSTITIS



SPECIFIC™ Crystal Management

- A choice of healthy wet diets for the management of idiopathic cystitis

NUTRITION TO HELP WITH JOINT PROBLEMS

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 cat 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 cats 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 fish oils; 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 cats suffering from digestive upset.

- Made with easy to digest ingredients and low fibre content to maximise digestibility
- 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 cat's organs (kidneys, heart or liver) can mean you have a really sick cat. While symptoms of organ failure in cats vary according to the affected organ, your cat 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, reduced protein and carefully balanced vitamins and minerals support the blood pressure and reduce kidney workload.

NUTRITION TO HELP WITH DIABETES

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

Most cats 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 fish oils can help support the associated problems of reduced insulin sensitivity, high cholesterol and high 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™ HEART & KIDNEY SUPPORT

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

- High levels of omega-3 from fish 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 cat 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



SPECIFIC™ ENDOCRINE SUPPORT

A dry diet for cats 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 increase insulin sensitivity
- Multiple immune supporting nutrients – omega-3 fish oils; beta-glucans from yeast and increased levels of zinc and selenium
- It has moderate energy levels to support optimal weight management
- Moderate fat levels 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 cat 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 cat 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 cat 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 cat 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
- Suitable for cats with diabetes
- Suitable for cats with constipation



NUTRITION TO HELP CATS RECOVERING FROM SURGERY

If your cat 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.

Cats 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 cats 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

NOTES

A large, empty white rectangular area intended for taking notes.



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

