



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

At SPECIFIC our goal is to provide high quality nutrition for cats and dogs - life stage diets, for healthy cats and dogs, designed to meet the specific needs of different ages, and special care diets designed to provide nutritional support for a wide range of veterinary conditions.

We are committed to delivering this quality nutrition in as sustainable way as possible.

- All of the fish in our dry diets now comes from sources accredited as sustainable
- Our fish are caught with the more sustainable midwater trawl and ring netting fishing systems
- 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



A simple guide to
nutritional management
of bladder stones and urinary
health in cats and dogs



Veterinary Pet Nutrition

NUTRITION TO MANAGE BLADDER STONES AND URINARY TRACT HEALTH IN CATS AND DOGS

SPECIFIC™ offer a range of nutritionally balanced, Omega-3 rich, diets for the management of bladder stones and supporting urinary tract health in cats and dogs.

Bladder stones are hard masses of minerals that form when minerals in the urine crystallize.

HOW CAN NUTRITION HELP?

Reducing the mineral and protein waste gives less material for stones to form

Changing the acidity of urine helps to dissolve struvite stones and inhibits the formation of other stones

Encouraging drinking dilutes the urine and increases urination helping flush out waste

For the most common stone - struvite - the right diet can dissolve the stones, helping avoid unnecessary surgery. Once dissolved, diet can then help manage the recurrence.

Urate and cystine stones can also be dissolved, or flushed out if they are small enough, a proper diet can help discourage their recurrence.

Idiopathic cystitis, a disease of the lower urinary tract without any obvious causes, is common in cats. Cats with this disease are best fed a wet diet to increase fluid intake.

The SPECIFIC™ range of wet and dry diets for the management of urinary health in CATS



Dissolution and management of struvite stones

SPECIFIC™ Crystal Management



- Creates a more acidic urine helping to dissolve struvite stones
- Reduced mineral content provides less material to produce stones
- EPA & DHA omega 3 fatty acids from fish to aid in the reduction of stone formation and support the natural anti-inflammatory process

Management of calcium oxalate, urate and cystine stones



- Lower protein levels reduce the levels of oxalate, cystine and urate in the urine, providing less material to produce stones
- Added potassium citrate helps to keep calcium oxalate in solution rather than forming into crystals
- Alkaline urine discourages the formation of crystals
- EPA & DHA omega 3 fatty acids from fish to aid in the reduction of stone formation and support the natural anti-inflammatory process

Management of idiopathic cystitis

SPECIFIC™ Crystal Management and Adult Wet



- A choice of wet diets for the management of idiopathic cystitis
- EPA & DHA omega-3 fatty acids from fish to support the natural anti-inflammatory process
 - FCW Crystal Management: with chondroitin sulphate to support the bladder wall

The SPECIFIC™ range of wet and dry diets for the management of urinary health in DOGS



Dissolution and management of struvite stones

SPECIFIC™ Struvite Management



- Creates a more acidic urine helping 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, reducing the risk of crystal formation

Management of calcium-oxalate or cystine stones

SPECIFIC™ Heart & Kidney Support



- Very high quality protein with lower protein levels, reducing the levels of oxalate and cystine in the urine
- 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



- 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