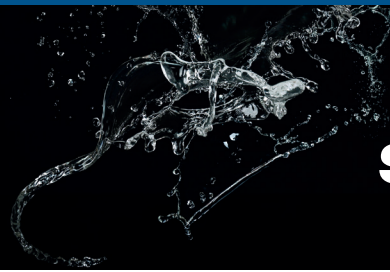


SPECIFIC™ YOUR PARTNER IN VETERINARY PET NUTRITION



NUTRITION IN A VETERINARY ENVIRONMENT BRINGS MANY CHALLENGES

- Range size - you have limited storage space
- Owner/Animal acceptance - little time to communicate with owners and the importance of palatability for compliance with a nutritional regime
- Nutrition with genuine health benefits - supporting the health of your client
- Support for veterinary practices - helping you compete with the retail environment



WHAT IS SPECIFIC?

SPECIFIC is the brand of canine and feline nutrition from Dechra Veterinary Products – the international specialist veterinary business with expertise spanning dermatology, endocrinology, cardiology, anaesthetics and analgesics, equine medicine and nutrition.

SPECIFIC – a complete range of diets covering major life stage and therapeutic needs. Rich in marine sourced EPA and DHA omega-3 providing real health benefits and good owner and pet acceptance.



MANAGEABLE RANGE

SPECIFIC range provides diets for key life stage needs and for the support of most health conditions – but without an unnecessarily wide, marketing driven, range.



NUTRITION WITH GENUINE HEALTH BENEFITS

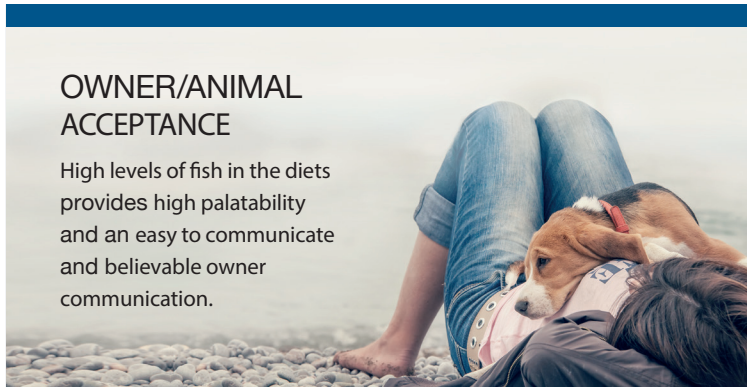
High levels of fish providing a rich source of EPA and DHA omega-3 for the support of a wide range of conditions.

The very high digestibility of fish ensures efficient delivery of key nutrients.



OWNER/ANIMAL ACCEPTANCE

High levels of fish in the diets provides high palatability and an easy to communicate and believable owner communication.



SUPPORTING VETERINARY PRACTICES

As a veterinary pharmaceutical business vets are not part of our business they are our business.

Reassurance of the efficacy and quality of a leading veterinary pharmaceutical business; veterinary customer service and sales support; and in practice support materials.

