



SPECIFIC[®]

Nutritional advantage
for a healthier, happier cat



Veterinary pet nutrition

Important Information	03
Flea and worming treatments	04
Home health checks	06
Vet appointments	08
When does your cat need a trip to the vet?	09
Body condition scoring	10
How to weigh your cat	11
Good nutrition makes for a happy cat	12
What is SPECIFIC™ ?	13
Circle of good	14
Fish & other marine ingredients - The jewel in our crown	16
The SPECIFIC™ range of cat foods	17
SPECIFIC™ nutrition to help with:	
Bladder stones and urinary tract health	20
Allergies and sensitivities	22
Digestive problems	24
Joint problems	25
Kidney problems	26
Maintain ideal bodyweight	27
Cats recovering from surgery	28

IMPORTANT INFORMATION

Cat Details

Cat name	<input type="text"/>	Date of Birth	<input type="text"/>
Breed	<input type="text"/>		
Sex	<input type="text"/>	Colour/description	<input type="text"/>

Vet Details

Microchip Details

Microchip number	<input type="text"/>	Date of microchipping	<input type="text"/>
Microchip brand	<input type="text"/>		
Password for database	<input type="text"/>		
Database web address	<input type="text"/>		

FLEA AND WORMING TREATMENTS

All cats are at risk of getting fleas and worms. Cats that hunt are at particular risk, but even indoor cats suffer too. That's why it's important that you regularly treat your cat for both.

There are two main types of worm that affect cats – roundworms and tapeworms. Roundworms are very common in kittens whilst tapeworms are usually only found in adult cats. Some worming treatments work for both roundworm and tapeworm, but others are only effective against one or the other. It's important to choose the right product for your cat.

Cats will not necessarily show signs of having worms but worms can cause weight loss, vomiting and diarrhoea. Cats can pick up worms from other animals or from eating the larvae or eggs of worms.

Outdoor cats are more prone to getting worms but even indoor cats can become infected through fleas or worm eggs brought into the house on shoes or clothes.

Fleas are the other area of cat health hygiene that needs regular attention. Not only will fleas cause your cat a lot of discomfort but they can also transmit tapeworms. Whilst cat fleas can't live on humans they can bite and in some cases, the reaction can be unpleasant.

 **Be aware!**

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.



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.

APPOINTMENT – WORMING AND FLEA TREATMENT RECORD

WORMING		FLEA TREATMENT	
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		FLEA TREATMENT	
Date of check 1	/ /	Date of check 1	/ /
Date of check 2	/ /	Date of check 2	/ /
Date of check 3	/ /	Date of check 3	/ /
Date of check 4	/ /	Date of check 4	/ /
Date of check 5	/ /	Date of check 5	/ /
Date of check 6	/ /	Date of check 6	/ /
Date of check 7	/ /	Date of check 7	/ /
Date of check 8	/ /	Date of check 8	/ /

HOME HEALTH CHECKS

Routine health checks at home help monitor the welfare of your cat. You will quickly spot any changes that need observation or the attention of your vet. We suggest checks every 4-6 weeks.

HOME HEALTH CHECK SCORECARD

Date of check 1	Date of check 2	Date of check 3	Date of check 4
/ /	/ /	/ /	/ /

Eyes

should be bright and clear with no signs of redness, watering or discharge.

Notes

Ears

signs of bleeding, wax or odour, lumps or bumps?

Notes

Teeth and gums

pink and healthy looking? Signs of bleeding, swelling, tartar? Lumps, bumps, swelling around mouth?

Notes

Skin and coat

coat shiny? Signs of dandruff or hair loss?

Notes

Hydration

gently pull up the skin on the shoulder and release. It should spring back immediately. If not, your cat may be dehydrated.

Notes

Weight

what is the Body Condition Score – see page 10.

Notes

Feeding

any changes in feeding? Eating more or less than usual? Watch them eat – are there any problems chewing/swallowing etc?

Notes

Digestion

any repeated vomiting, diarrhoea or flatulence?

Notes

Urination

increased frequency, blood in urine, increased urge but no urine, urination in unusual places, excessive genital licking?

Notes

Activity

sleeping more or not going out as much?

Notes

Mobility

observe willingness to jump up/down and speed going up stairs. Are they avoiding using a limb?

Notes

Resting posture

when they sleep are they curled up in a comfy circle or are they in a more upright, tense position?

Notes

Behavioural changes

more irritable/less willing to interact with others or showing increased dislike of handling.

Notes



GOOD NUTRITION MAKES FOR A HAPPY CAT

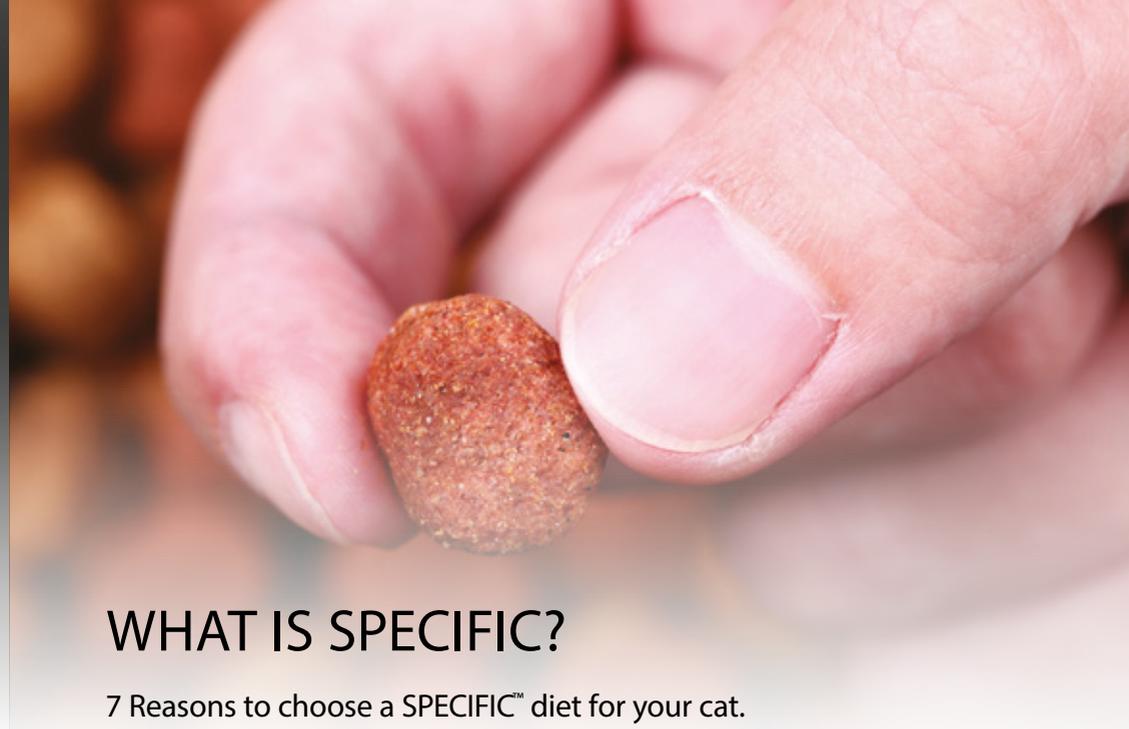
Nutrition is much more than simple cooking.
Good nutrition is about providing nutrients appropriate to your cat's specific needs.

In their diet your cat takes in the different nutrients - proteins, carbohydrates, fats, fibres, vitamins and minerals. These nutrients each do a different job and work together in a complex interaction.

However, nutrient needs are not fixed. Different life stages give rise to different nutrient needs – a growing kitten's needs are very different from those of a sedentary elderly cat; a large, highly active cat will have different needs from those of a small indoor cat.

Different stages of health also call for different nutrients – for instance urinary issues will need carefully managed levels of minerals, whilst kidney problems call for lower protein levels and joint problems are helped with increased levels of Omega-3.

Providing the nutrition appropriate to the needs of each and every occasion will help your cat live a full and active life.



WHAT IS SPECIFIC?

7 Reasons to choose a SPECIFIC™ diet for your cat.

1. SPECIFIC™ diet tailored for age and health condition. We have developed a wide range of products designed to provide the right nutrition for each life stage of your cat.
2. We use the finest quality ingredients. Our products use high quality, easily digestible ingredients to ensure your cat gets all the nutrients it needs.
3. Developed by animal healthcare specialists. We know how to produce foods with the exact nutrient profile to keep your cat healthy and to support them during a range of conditions.
4. Rich in marine sourced Omega-3. Specifically, the EPA and DHA Omega-3 from fish supports coat, skin and joint health as well as strengthening your cat's immune system.
5. Our Circle of Good commitment to sustainability. Our philosophy is to support the environment that produces our extraordinary ingredients by committing to invest up to 5% of our profits in support for sustainability initiatives and environmental organisations.
6. Dedicated to the veterinary profession. We believe your local vet is best placed to give you the right advice for the care of your cat. To support the profession, we provide vets with access to the full range of SPECIFIC™ foods.
7. Guaranteed to be loved by your cat, or your money back. The ultimate test of any food is the taste. Nutrients, however good, will provide no benefit if the food doesn't get eaten.



CIRCLE *of* GOOD

At SPECIFIC™ we believe that only the finest ingredients create foods that deliver genuine health benefits for pets – creating products that vets are proud to recommend and from which owners see the benefit.

The oceans are a source of the finest ingredients in the battle for healthy nutrition and preserving this most valuable of resources is central to our beliefs. Wherever possible we source our ingredients from sustainable and accredited sources.

- + All fish we use comes from certified sources
- + Our fish oils come from IFFO RS certified sources
- + Our hydrolysed salmon meal comes from Friend of the Sea certified farmed Atlantic salmon
- + Our fishmeal and Krill comes from MSC certified sources
- + The majority of our cartons are FSC certified
- + In 2016 we reduced the plastic used for pallet wraps by 41%
- + Our warehouse has 2500m² of solar panels reducing CO²-emissions by around 25 tonnes per year

To date we have associations with:

- + The Ocean Cleanup
- + WWF - Baltic Sea in Scandinavia
- + WWF in Denmark
- + North Sea Foundation in Holland and Belgium
- + The Sustainable Seas Foundation in Sweden
- + Marine Conservation Society in UK



Did you know?

Our commitment is to contribute up to 5% of our profits each year to organisations involved in marine sustainability.



FISH & OTHER MARINE INGREDIENTS THE JEWEL IN OUR CROWN

There are few food sources finer than fish. Rich in Omega-3 and a high quality, easily digestible protein. Because of this superb nutrient profile, SPECIFIC™ products contain high levels of fish and other marine ingredients.

- + Naturally rich in Omega-3, an essential unsaturated fatty acid that plays a key role in coat and skin health, joint mobility, cardiac and kidney health, brain and eye development. It also promotes a strong immune system
- + The right type of Omega-3 – The beneficial EPA and DHA forms of Omega-3 can only be obtained from fish
- + Fish protein is high quality, low in fat and, due to less dense muscle fibres, 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
- + Also a great source of minerals including calcium, phosphorus, iron, zinc, iodine, magnesium, and potassium



THE SPECIFIC™ RANGE OF CAT FOODS

Designed to address all of the key health issues facing cats.

Weight management: Our foods provide moderate energy levels to help maintain a healthy bodyweight.

Healthy urinary tract: Our foods have a low magnesium and phosphorous content, helping prevent the formation of bladder stones.

Hairball control: Increased levels of fibre help prevent hairball problems.

Odour control: Our dry foods contain added yucca extract to reduce stool odour.

As well as foods for everyday needs SPECIFIC™ also provides a range of foods for the management of a number of health conditions including:

- + Food sensitivity and other allergies
- + Digestive support
- + Joint support
- + Kidney support
- + Skin conditions
- + Post-operative recovery diets

Pregnant and Lactating Queens

A pregnant queen needs around 1.5 times her normal food requirements and during lactation this can rise to 5 times.

To ensure her nutrient needs are met we would recommend she is fed with free access to the nutrient dense SPECIFIC™ FPD or FPW cat food.



SPECIFIC™ ADULT FOODS

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

FXD – Adult Dry / FXW – Adult Wet

EVERYDAY NUTRITION FOR A HEALTHIER, HAPPIER CAT

SPECIFIC™ Adult cat food is a complete and nutritionally balanced diet for adult cats. Rich in Omega-3 and made with the finest quality ingredients to maintain a healthy coat, skin and joints.

SPECIFIC™ Adult Cat food is made with highly digestible ingredients for the optimal uptake of nutrients, thus reducing the amount of feed needed and resultant stool output. Moreover, our dry food contains yucca extract and increased fibre to reduce stool odour and prevent hairball issues.

Our Adult Cat food contains no artificial colours or flavourings, so it has an excellent taste that appeals to even the fussiest cat. SPECIFIC™ Adult Cat food is available as dry food and a delicious wet food pâté.



VERY LOW carbohydrate content

SPECIFIC™ ORGANIC DIET

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

F-BIO-W BEEF – Organic Beef Wet

F-BIO-W CHICKEN – Organic Chicken Wet

SPECIFIC™ HEALTH CONDITION FOODS

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

Bladder stones and other urinary tract conditions	20
Allergies and other food sensitivities	22
Digestive support	24
Joint support	25
Kidney support	26
Weight management	27
Post-operative recovery diets	28



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.

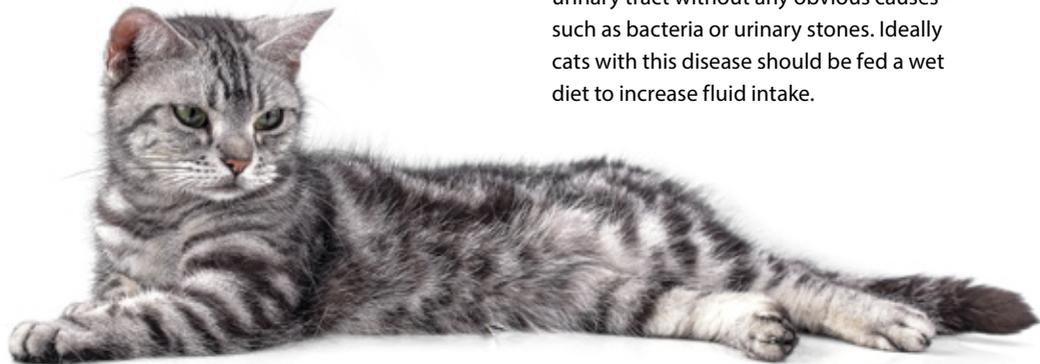
How can better nutrition help?

- + By reducing the amount of mineral and 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 most common stone – struvite – the correct diet can actually dissolve the stones, helping avoid unnecessary surgical treatments.

Once dissolved, diet can then help prevent the recurrence of stones re-forming. In the cases of calcium-oxalate, urate and cystine stones, 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.



SPECIFIC™ CRYSTAL MANAGEMENT

For the dissolution and prevention of struvite stones and the prevention of calcium-oxalate stones.

- + Creates a more acidic urine, helping to dissolve struvite stones
- + Reduced mineral content, particularly magnesium and phosphorus, provides less material to produce stones
- + Moderate salt content makes it safe for long-term use

FCD – Crystal Management Dry / FCW – Crystal Management Wet
FCD-L – Crystal Management Light Dry

SPECIFIC™ KIDNEY SUPPORT

For the prevention of recurrence of oxalate, urate and cystine stones.

- + Lower protein levels reduce the levels of oxalate, cystine and urate in the urine, providing less materials for stones to form
- + Added potassium citrate helps to keep calcium oxalate in solution rather than forming into solid crystals
- + Alkaline urine discourages the formation of crystals



SPECIFIC™ CRYSTAL PREVENTION

For the management of idiopathic cystitis.

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

FXW – Adult Wet / FCW – Crystal Management Wet



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. Different types of allergies call for different nutritional response.

Food 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.

Hydrolysis 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.



SPECIFIC™ FOOD ALLERGEN MANAGEMENT

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

- + Based on novel and 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

FDD-HY – Food Allergen Management Dry

FDW – Food Allergen Management Wet

SPECIFIC™ SKIN FUNCTION SUPPORT

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

FQD – Skin Function Support Dry



SPECIFIC™ ALLERGEN MANAGEMENT PLUS

A choice of wet and dry diets for cats suffering from multiple 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

FQD-HY – Allergen Management Plus Dry

FQW-HY – Allergen Management Plus Wet



SPECIFIC™ DIGESTIVE SUPPORT
A choice of wet and dry diets for cats suffering from digestive problems.

- + Easy to digest ingredients
- + High levels of minerals and fat soluble vitamins
- + Increased levels of electrolytes
- + Supports the immune system
- + Supporting gut health
- + Reduces unpleasant gasses

FID – Digestive Support Dry / FIW – Digestive Support Wet



SPECIFIC™ JOINT SUPPORT
A choice of wet and dry diets for cats suffering from joint problems.

- + Supports the natural anti-inflammatory process
- + Contains a powerful combination of cartilage-supporting nutrients
- + Moderate energy levels

FJD – Joint Support Dry / FIW – Joint Support Wet

NUTRITION TO HELP WITH DIGESTIVE PROBLEMS

There are a number of causes for digestive problems in cats including: infection, something your cat has eaten, parasites – typically worms, pancreatic diseases – where the production of food digesting enzymes is disrupted, food allergy or sensitivity.

Whatever the cause of the upset, your cat isn't getting sufficient nutrients and this needs to be addressed.

What sort of food can help?
Highly digestible ingredients allow your cat to get enough nutrients, even with their impaired digestive system.

Highly digestible foods help prevent further irritation to the stomach and leave less undigested food in the gut to feed bad bacteria.

Other ingredients such as Zeolite and yucca extract, absorb toxic components in the gut and reduce flatulence respectively.

Diets designed for digestive upset often include higher levels of vitamins and minerals to compensate for those lost through diarrhoea and vomiting. The increased levels of electrolytes, such as potassium and sodium in these diets replace these losses.

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: Omega-3 from fish oils supports the natural anti-inflammatory process and reduces the activity of cartilage degrading enzymes; glucosamine and chondroitin provide the building blocks for cartilage reconstruction.

Manganese supports the creation of new cartilage; high levels of anti-oxidants help neutralize free radicals released during inflammation, which cause further cartilage degradation.

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

That's why our joint support diets contains moderate energy levels and L carnitine – a fat-burning amino acid derivative to help maintain ideal bodyweight.



SPECIFIC™ KIDNEY SUPPORT
A choice of wet and dry diets to support kidney, heart and liver function.

- + Slows decline in kidney function
- + Reduces kidney workload
- + Supports heart rhythm and blood pressure
- + Supports heart muscle function
- + Reduced copper content
- + High levels of water soluble vitamins and potassium

FKD – Kidney Support Dry / FKW – Kidney Support Wet



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, high in fibre and protein
- + Contains L-Carnitine fat-burning amino acid derivative
- + Omega-3 maintains healthy coat, skin and joints
- + Suitable for cats with diabetes
- + Suitable for cats with constipation

NUTRITION TO HELP WITH KIDNEY PROBLEMS

There is no cure for kidney disease but the right diet can help to slow the decline.

Specially formulated diets with a restricted phosphorus content have proven to reduce the decline in kidney function and can prolong life expectancy of cats with kidney disease.

These diets have reduced protein levels to reduce kidney workload, and as such it is important that the proteins they do have are of excellent quality.

High levels of fish oil support heart rhythm and blood pressure – positively affecting kidney function.

Restricted sodium content supports normal blood pressure and slows decline in kidney function. Added L-Carnitine and taurine support heart muscle function, and thus the kidneys as well. Reduced copper content counterbalances the impaired copper excretion in cats with liver disease.

High levels of water-soluble vitamins and potassium compensate for the increased urinary losses caused by the diuretics used with cats with heart conditions.

NUTRITION TO HELP MAINTAIN IDEAL BODYWEIGHT

If your cat needs to lose weight there are specifically designed diets to help you achieve this easily.

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.

With starch for a slow glucose release and high level of fibres to slow down the release of glucose, this diet is suitable for cats with diabetes.

 **Most importantly**
– No crash diets

A sudden reduction in the amount of food can bring on a condition called hepatic lipidosis. This is a fat infiltration into the liver sometimes called fatty liver.



Dechra Veterinary Products A/S

Mekuvej 9, 7171 Uldum, Denmark

Dechra Veterinary Products A/S is a trading division
of Dechra Pharmaceuticals PLC

www.dechra.com

© Dechra Veterinary Products A/S

