

ROYAL CANIN® DERMATOLOGY DIETS

ARE FORMULATED TO SUPPORT YOUR PETS NUTRITIONAL NEEDS **EVERY STEP** OF THE WAY, FROM THE ELIMINATION TRIAL THROUGH TO LONG TERM MANAGEMENT



SOMETIMES PROBLEM SKIN IS MORE THAN A SKIN PROBLEM



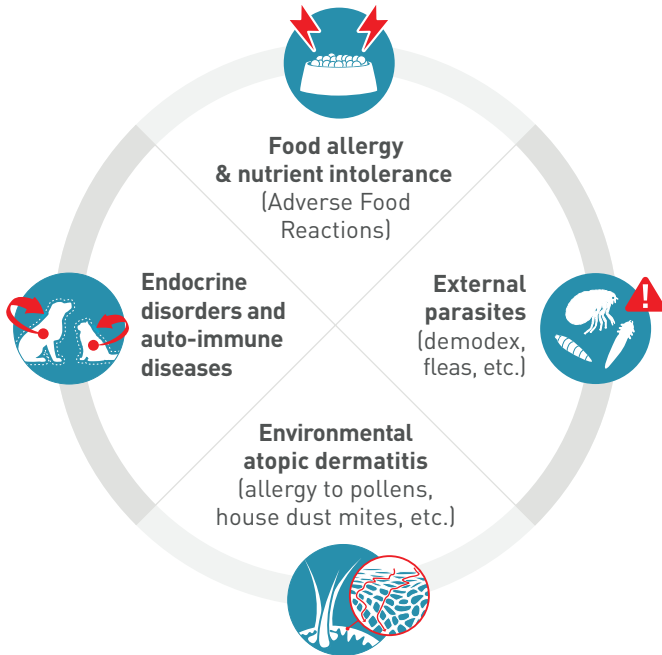
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Find out more about our tailored nutritional solutions to support cats and dogs with skin issues at royalcanin.com/uk

A NUMBER OF FACTORS CAN CONTRIBUTE TO PROBLEM SKIN

Itching, scratching and biting are the first signs you may see and they are often only **an indication of what's going on beneath your pet's coat**. There are a lot of causes of skin problems in cats and dogs, including:



In cases of skin-related problems such as sores, rashes, hair loss and ear inflammation, **it is crucial to consult your veterinarian so that they can establish the underlying cause**. This may involve several types of procedures such as:



Skin scrape



Hair pluck



Tape strip



Food elimination trial



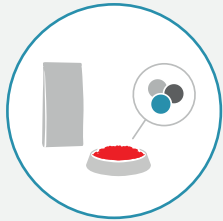
Advanced procedures
(blood test, biopsy, etc.)



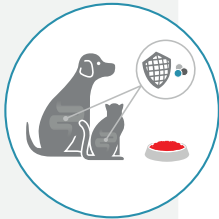
WHAT IS FOOD ALLERGY?



The immune system protects your pet against external pathogens such as viruses and bacteria.



Most pet foods contain **intact proteins** such as those found in beef, fish and lamb. These proteins can vary in size from small to large.



In the case of a food allergy, **the immune system reacts** to the large protein molecules that healthy (non-allergic) pets are able to tolerate without any problem.



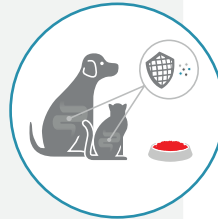
The immune system **mistakes the large dietary protein for a potential allergen**. The immune defence system then reacts **by triggering an allergic reaction**.



Consequently, this reaction will cause discomfort to the pet such **as itching, redness of the skin and in some cases loose stools or vomiting**.



Royal Canin uses **hydrolysed protein sources** in their **ANALLERGENIC** and **HYPOALLERGENIC** diets to support the nutritional management of cats and dogs with food allergy or nutrient intolerance.



To hydrolyse a protein means cutting its molecular size **into smaller pieces**.



Thanks to their small molecular size, the immune system **does not recognise these very small proteins as a threat** and so **no allergic reaction is triggered**.



The use of hydrolysed proteins in ROYAL CANIN® **ANALLERGENIC** and **HYPOALLERGENIC** diets **minimises the exposure of your pet to potentially allergenic proteins** whilst meeting their nutritional requirements.

IF YOUR VETERINARY SUSPECTS FOOD ALLERGY

Your veterinarian will prescribe the appropriate treatment and recommend tailored nutritional solutions such as:

HYPOALLERGENIC



Extensively hydrolysed protein

Extensively hydrolysed protein composed of oligopeptides and pure amino acids from single source helps minimise the risk of nutrient intolerances.



Allergen restriction

A manufacturing process aimed at minimising sources of contamination.



Specifically formulated for small dogs

The kibble is suitable for their small jaws.

HYDROLYSED PROTEIN diets help reduce the risk of food allergy by minimising the exposure of cats and dogs to allergy-causing proteins.

HYPOALLERGENIC



Hydrolysed protein

Hydrolysed protein with a low molecular weight for very low allergenicity.



EPA/DHA & Skin barrier

Formulated to support the skin's natural protective barrier.



Optimal growth

Specially adapted levels of nutrients (including protein and calcium) to meet the nutritional needs of growing puppies and satisfy their fussy appetites.

SENSITIVITY CONTROL



Selected protein

A limited number of very high quality protein and carbohydrate sources limit the risk of nutrient intolerance.



EPA/DHA & Skin barrier

Formulated with fatty acids to help maintain healthy skin and digestion. Formulated to support the skin's natural protective barrier.



Specifically formulated for small dogs

Specially adapted formula to meet the digestive, dental and urinary sensitivities of small dogs. The kibble is suitable for their small jaws.



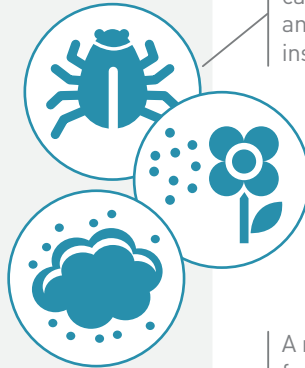
Moderate calorie and phosphorus

Moderate calorie content to help maintain ideal weight and a moderate phosphorus content to help support healthy kidney function.

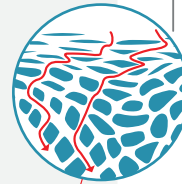
WHAT IS ENVIRONMENTAL ATOPIC DERMATITIS?



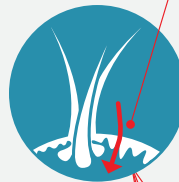
Environmental Allergens can be found in pollen, animal dander, plants, insects, dust, etc.



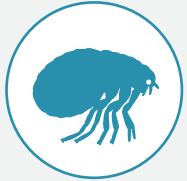
A reduced skin barrier function allows potential **allergens to penetrate the skin barrier** where they can trigger a reaction from the immune system.



The inflammation triggered by atopic dermatitis can cause **redness of the skin, rashes, chronic otitis (inflammation of the ear), darkening of the skin and recurrent infections.**



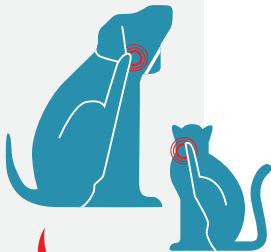
WHAT IS FLEA-BITE ALLERGIC DERMATITIS?



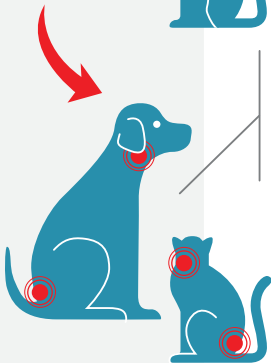
Fleas are the most common parasite found on cats and dogs' skin.



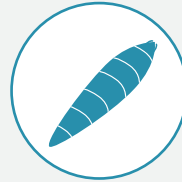
When fleas bite your pet, they inject their saliva.



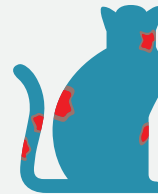
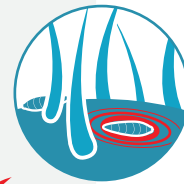
Some cats and dogs are allergic to this saliva, causing itching which may trigger self induced hair loss or skin lesions.



WHAT IS RINGWORM?



Ringworm isn't actually a worm, but a **type of fungus that particularly affects cats and dogs**, especially when young or living in a multi-pet household.



Pets with ringworm usually appear with **patchy hair loss, often with a crusty skin covering**, but lots of other skin conditions look very similar. Generally, ringworm lesions appear on **pets' paws, legs, head and ears** but they can appear on any part of the body.



Ringworm can be passed from pets to humans which is why it is important to seek veterinary attention if you suspect ringworm. **Your veterinarian will prescribe a treatment** for the condition and provide you with advice on how to stop it from spreading to people and other pets in your home.

IF YOUR VETERINARY SUSPECTS ENVIRONMENTAL ATOPIC DERMATITIS, FLEA-ALLERGIC DERMATITIS OR RINGWORM

Your veterinarian will prescribe the appropriate treatment and recommend tailored nutritional solutions such as:

SKIN CARE



ROYAL CANIN® SKIN CARE
RECOMMENDED FOR
CASES OF DERMATOSIS
AND HAIR LOSS FOR
ADULT DOGS AND
FOR ADULT SMALL DOGS



Dermal care

Helps in the nutritional management of dogs with sensitive skin.



Skin barrier

Formulated to support the skins natural protective barrier for optimal skin health.

ROYAL CANIN® SKIN & COAT
RECOMMENDED FOR CASES
OF DERMATOSIS AND HAIR
LOSS IN ADULT CATS.
SUITABLE FOR NEUTERED
CATS UP TO 7 YEARS



SKIN & COAT



Skin barrier

Formulated to support the skins natural protective barrier for optimal skin health.



Skin & coat

Contains specific key nutrients, including EPA and DHA, to help support healthy skin and a shiny coat in cats with sensitive skin.



Lean body mass

A high protein diet helps to maintain body mass.

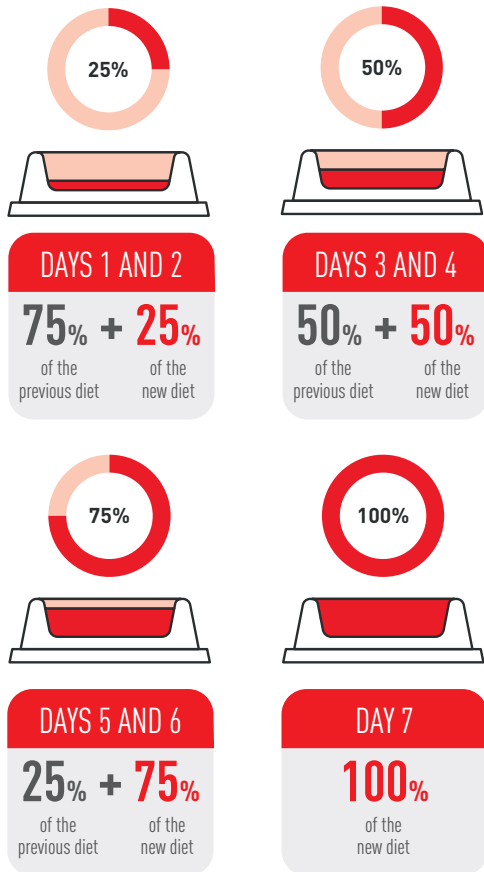


INTRODUCING YOUR PET TO A NEW FOOD

ENSURE YOUR PET FULLY BENEFITS FROM THEIR NEW DIET

Dietary changes should be carried out slowly to ensure the gut flora has time to adapt to the new diet. A 5-7 day period is advised for a smooth transition.

Over 5-7 days, mix progressively larger amounts of the new diet with the old one, until the old food has completely been replaced.



TO HELP AVOID THE RISK OF DIARRHOEA

Poor transition can lead to digestive issues, which may result in soft stools and diarrhoea. It is important to closely follow the daily feeding guidelines to avoid a risk of digestive issues.



ASK YOUR VETERINARIAN HOW TAILORED NUTRITION MAY HELP TO ADDRESS THE UNDERLYING CAUSE OF SKIN PROBLEMS FOR YOUR PET

Once the underlying cause of the itching has been identified, your veterinarian can then recommend the correct ROYAL CANIN® diet for your pet.

And you can look forward to your pet getting back to their normal self again.

