



SOMETIMES PROBLEM SKIN

IS MORE THAN A SKIN PROBLEM

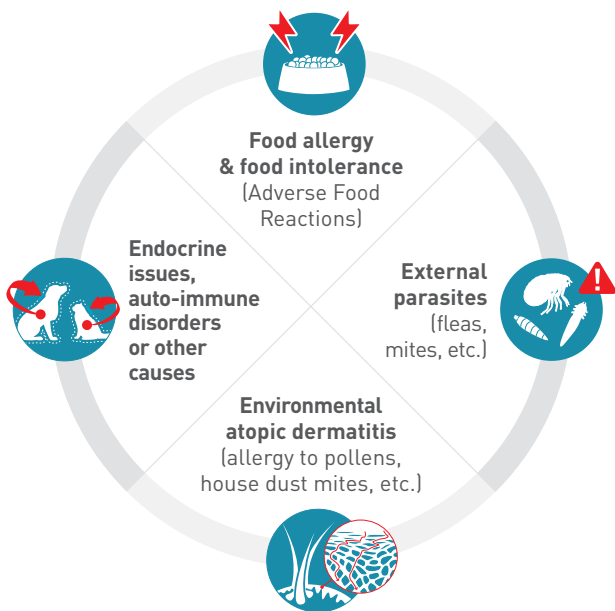


UNDERSTANDING ALLERGIC DERMATITIS

Finding relief for your pet starts with identifying the underlying condition that is making your pet scratch, lick, bite or rub. These are noticeable signs of a dermatological concern, but they are often only **a small part of what's going on beneath your pet's coat.**

WHAT IS DERMATITIS?

The skin is the largest and one of the most vital organs of the body. Dermatitis is a term that means “inflammation of the skin” and is commonly caused by allergies, bacterial and fungal infections, parasites and trauma. Dermatitis can lead to the disruption of your pet's natural skin barrier, which is the first line of defense against even more pathogens and secondary infections.



WHAT IS ALLERGIC DERMATITIS?

It is inflammation of the skin caused by an allergy and, based on insurance claims, is the number one medical reason that dogs are seen by veterinarians in the US.*

Your veterinarian can help determine whether your pet's dermatitis results from an allergic reaction to food (Adverse Food Reaction) or an allergic reaction to environmental allergens, such as pollen, dust or dander, which is called atopy.**



IN BRIEF

▶ If you notice any of the clinical signs listed above, **you should contact your veterinarian immediately.**

*Nationwide Pet Insurance Co. 2018 data

**Scott DW, Miller WH, Griffin CE (Eds) 2001. Small Animal Dermatology, 6th edition. WB Saunders, Philadelphia, pp 574-601.

ELIMINATION DIET TRIAL:

WHY DOES YOUR PET NEED IT AND HOW DOES IT WORK?

The trial will help your veterinarian establish whether adverse food reaction, also known as food allergy, is the underlying cause of your pet's itching and other signs.



WHY ULTAMINO®?

ULTAMINO® is a high-quality, easily-digestible and highly palatable food that contains ALL the nutrition your pet requires with hydrolyzed (broken down) proteins.



FEED ULTAMINO® FOR 6 TO 12 WEEKS

- Feed **ROYAL CANIN® ULTAMINO®** for 6–12 weeks, or as directed by your veterinarian.*
- Over a week, mix increasing proportions of ULTAMINO® with your pet's current food until you have completely switched to the new food.
- It is vital that your pet avoids ANY other foods, treats or supplements not approved by your veterinarian for the duration of the trial.
- Keep supplies of your pet's current food for a secondary dietary challenge phase if needed.

* Your veterinarian may recommend a different diet that is also appropriate for an elimination diet trial.



DIETARY CHALLENGE

- Start adding back in a small portion (10–20%) of the original diet mixed in with ULTAMINO®.
- If clinical signs (e.g. itching and scratching) reappear, your veterinarian may diagnose your cat or dog with a food allergy.



LONG TERM MANAGEMENT

- Visit your veterinarian regularly in order to closely monitor your pet. Follow the diet advised by your veterinarian.

NUTRITIONAL SOLUTIONS FOR FOOD ALLERGY

(ADVERSE FOOD REACTION)

WHAT IS FOOD ALLERGY?

Food allergy is an immune system response typically caused by a protein source that the body recognizes as foreign. The body then activates its immune system to fight off the “foreign invasion.” Cats and dogs diagnosed with food allergy need a specific veterinary-exclusive diet formulated for adverse food reactions.



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



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



In the case of a food allergy, **the immune system mistakes the large dietary protein for a potential allergen**, for a foreign harmful organism such as virus and bacteria. The immune defense system then reacts, **triggering an allergic reaction**.



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

WHAT ARE HYDROLYZED PROTEINS?

Hydrolyzed proteins are proteins that have been enzymatically broken into smaller segments called polypeptides. These are highly digestible and less likely to cause an allergic reaction.



Thanks to their small size, the immune system is **less likely to recognize these tiny proteins as a threat**. An allergic reaction is less likely.



The use of hydrolyzed protein in the **HYDROLYZED PROTEIN** and **ULTAMINO** diets helps to **decrease the exposure of your pet to allergy-triggering proteins**.

UNIQUE BENEFITS OF ROYAL CANIN® HYDROLYZED PROTEIN DIETS

In addition to digestible hydrolyzed proteins, these diets also contain nutrients to support your pet's natural skin barrier function, help maintain a healthy intestinal tract and provide nutrients that help reduce inflammation. These diets can be fed long term to help keep your pet at his or her optimal health.



UNIQUE BENEFITS OF ROYAL CANIN® ULTAMINO® DIETS

ULTAMINO® is the result of 10 years of research and development. It offers a unique solution for dogs and cats suffering from Adverse Food Reaction (AFR). The hydrolyzed proteins have been broken down to a molecular level, minimizing the possibility of an adverse reaction to the protein. This makes ULTIMINO® a recommended choice for food elimination trials and conditions such as severe adverse food reaction (AFR) cases and inflammatory bowel disease (IBD).

ULTAMINO® DIETS FOR ADVERSE FOOD REACTIONS TO PROTEINS



ULTAMINO



Oligopeptides

Formulated with low molecular weight peptides to support dermatological and gastrointestinal health in cats and dogs with food sensitivities



Quality Manufacturing

Formula and production process dedicated to quality and food safety

HYDROLYZED PROTEIN DIETS FOR ADVERSE FOOD REACTIONS TO PROTEINS



Hydrolyzed protein

Hydrolyzed soy protein, composed of low molecular weight peptides, is highly digestible and supports gastrointestinal and dermatological health



HYDROLYZED PROTEIN HP

HYDROLYZED PROTEIN PS



Skin barrier

Formulated to support the skin's natural protective barrier for optimal skin health



Antioxidant complex

A synergistic complex of antioxidants to support cellular health



HYDROLYZED PROTEIN MODERATE CALORIE



HYDROLYZED PROTEIN SMALL DOG



Moderate calorie

Moderate calorie content, 9.6% less than Canine Hydrolyzed Protein HP dry, to help maintain ideal weight



Relative Super Saturation

Relative Super Saturation (RSS) methodology predicts the crystallization potential of urine; RSS is used to develop diets that control both struvite and calcium oxalate urolithiasis

WHAT ARE NOVEL PROTEINS?

Novel proteins such as duck, rabbit, venison, fish and kangaroo, are proteins that historically were not commonly found in retail pet food products. Veterinarians choose diets made with novel proteins because they provide proteins from sources that your pet has not been previously exposed to.

UNIQUE BENEFITS OF ROYAL CANIN® SELECTED PROTEIN DIETS

Veterinary-exclusive novel protein diets are intended to help manage specific medical conditions, while diets sold at pet food stores are produced for healthy pets. Selected protein veterinary-exclusive diets contain specific ingredients and nutrients, made with careful processes to help ensure quality and safety.

SELECTED PROTEIN DIETS FOR ADVERSE FOOD REACTIONS TO SPECIFIC PROTEINS



Selected protein

A limited number of protein sources helps reduce the risk of food allergies



Skin barrier

Formulated to support the skin's natural protective barrier for optimal skin health



SELECTED PROTEIN PR (RABBIT)



SELECTED PROTEIN PW (WHITEFISH)



SELECTED PROTEIN PW LARGE DOG (WHITEFISH)



SELECTED PROTEIN PV
(VENISON)



SELECTED PROTEIN PD
(DUCK)



SELECTED PROTEIN PW
MODERATE CALORIE
(WHITEFISH)



SELECTED PROTEIN KO
(KANGAROO)

WHAT ARE ADVERSE FOOD REACTIONS TO ANIMAL PROTEINS?

Some dogs may have sensitivities to one or more animal-based proteins, including beef, chicken, and even lamb. Outward signs of a sensitivity may include skin itchiness, inflammation, and gastrointestinal upset.

HOW CAN A VEGETARIAN DIET HELP DOGS?

A diet free of animal-based proteins can work similarly to a novel protein or limited ingredient diet. By eliminating exposure to meat proteins and limiting exposure to only a few vegetable proteins, we help decrease the potential to illicit an immune response that may result in skin irritation and gastrointestinal upset in sensitive dogs.

BENEFITS OF ROYAL CANIN® VEGETARIAN DIET

Only proteins from vegetable origin are used in ROYAL CANIN VEGETARIAN. These proteins, along with enhanced levels of linoleic acid, zinc, and biotin help support digestive health and help promote healthy skin and a shiny coat.



VEGETARIAN

VEGETARIAN DIET FOR ADVERSE FOOD REACTIONS TO ANIMAL-BASED PROTEINS



Selected protein

Proteins exclusively from vegetable origin which are appropriate for dogs with certain food sensitivities

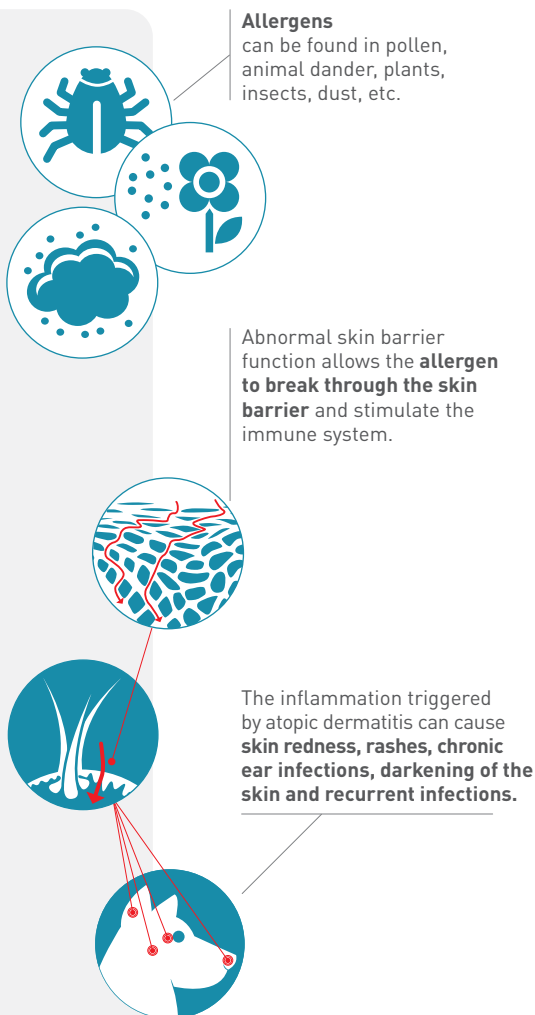


Digestive Health

Helps regulate intestinal transit and supports a balanced digestive flora

NUTRITIONAL SOLUTIONS FOR ENVIRONMENTAL ALLERGY (ATOPY)

WHAT IS ENVIRONMENTAL ATOPIC DERMATITIS?



WHAT CAN I DO IF MY DOG HAS ATOPY?

There is no cure for atopy, but there are many ways to manage it and make your dog more comfortable, such as minimizing contact with the offending allergen. Your veterinarian can recommend the best course of action for your dog.

BENEFITS OF ROYAL CANIN® SKIN SUPPORT DIET

This diet is high in levels of omega-3 fatty acids, which can help reduce inflammation. It also contains curcumin, aloe vera, vitamin C and taurine, which can help support healthy skin cell generation and accelerate the healing process, and a blend of B vitamins and amino acids to help maintain a healthy skin barrier.



SKIN SUPPORT DIET FOR ATOPY



SKIN SUPPORT



Skin Support

Synergistic action of the exclusive complex helps support healthy skin cell generation



EPA and DHA

Eicosapentaenoic and docosahexaenoic acids are long chain omega-3 fatty acids that promote a healthy skin and coat

WHO WE ARE

We are Royal Canin—a pet food brand that is obsessed about the knowledge and health of individual cats and dogs. Founded in 1968 by veterinarian Dr. Jean Cathary, with over five decades of research and scientific discovery, we are determined to bring out the best health that resides in each and every pet.

WHAT SETS US APART

Once we identify a real need, nothing will stop us from developing nutritional solutions that will enhance medical treatment and address the specific needs of individual cats and dogs. Through partnerships with veterinarians, we strive to learn everything we can about pet health and how our formulas work with different breeds, sizes, lifestyles and therapeutic conditions. Stringent testing and quality control of raw materials and finished product allow us to continually provide precise nutritional solutions for pets across a host of medical conditions.

ROYAL CANIN® DIETS CAN HELP YOUR PET

GET BACK TO A BETTER QUALITY OF LIFE

ROYAL CANIN® Dermatology diets are formulated for **every step of the elimination trial and for your pet's long term nutritional needs.**

Find out more about nutrition for allergic cats and dogs at royalcanin.com



HOW DO I START A NEW DIET?

Always consult with your veterinarian prior to starting your pet on any nutritional therapy program. We recommend at least a seven-day transition when starting a new diet.

DAY 1-2



DAY 3-4



DAY 5-6



DAY 7



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