



SPECIFIC

Superior nutrition from the veterinary experts

Nutritional advantage
for a healthier, happier senior dog



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IMPORTANT INFORMATION

TO BE COMPLETED BY PET OWNER

OWNER NAME |

ADDRESS |

TEL |

DOG NAME |

DATE OF BIRTH |

DOG AGE |

MALE



FEMALE



NEUTERED

YES



NO



COLOUR/DESCRIPTION |

BREED |

TO BE COMPLETED BY VET PRACTICE

VETERINARY NURSE |

PRACTICE NAME |

PRACTICE TEL |

MICROCHIP NO. |

DATE OF MICROCHIPPING |

MICROCHIP BAND |

PASSWORD ON DATABASE |

DATABASE WEB ADDRESS |

ADDITIONAL NOTES |

HOME HEALTH CHECKS

Routine health checks at home help you monitor the welfare of your dog. They will help you to quickly spot any changes that need the attention of your vet and give you important information to pass onto your vet. We suggest checks every 4-6 weeks.

- **EYES** Should look clear and bright with no discharge or inflammation. In older dogs look out for a cloudy lens - this may indicate cataracts
- **EARS** Should be clean and odour free with no inflammation or discharge. Look for wax and general cleanliness
- **MOUTH & TEETH** Check your dog's teeth, breath and gums. Bad breath is not to be expected and may be a sign of tartar, gum disease or digestive problems. Gums should be pale pink. Look for any broken teeth and plaque build-up
- **SKIN & COAT** The coat should be shiny rather than dull; are there any signs of dandruff? A dull, dry or greasy coat, with flaky skin may be a sign of problems with their diet. Look for sore spots or lumps
- **FEET** Check the pads for signs of soreness or cracking. Look between the toes to make sure that nothing has become wedged in there. Do the nails need cutting
- **WEIGHT** What is the Body Condition Score
- **FEEDING** Any changes in feeding? Eating more or less than usual? Watch them eat – are there any problems chewing/swallowing etc
- **DIGESTION** Any repeated vomiting, diarrhoea or flatulence
- **MOBILITY** Look for signs of stiffness when getting up after a period of rest or any trouble climbing stairs or getting into the car. Are they lagging behind on walks
- **BEHAVIOURAL CHANGES** Look for signs of disorientation or changes in alertness. Are there any changes in the way they interact with family members?



HOME HEALTH CHECK LIST

CHECK No.1 DATE			EYES	<input checked="" type="checkbox"/>	<input type="checkbox"/>
EARS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOUTH & TEETH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FEET	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WEIGHT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DIGESTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOBILITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			BEHAVIOUR	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NOTES					

CHECK No.2 DATE			EYES	<input checked="" type="checkbox"/>	<input type="checkbox"/>
EARS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOUTH & TEETH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FEET	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WEIGHT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DIGESTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOBILITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			SKIN & COAT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			FEEDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			BEHAVIOUR	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NOTES					

CHECK No.3 DATE			EYES	<input checked="" type="checkbox"/>	<input type="checkbox"/>
EARS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOUTH & TEETH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FEET	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WEIGHT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DIGESTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOBILITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			SKIN & COAT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			FEEDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			BEHAVIOUR	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NOTES					

CHECK No.4 DATE			EYES	<input checked="" type="checkbox"/>	<input type="checkbox"/>
EARS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOUTH & TEETH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FEET	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WEIGHT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DIGESTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOBILITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			SKIN & COAT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			FEEDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			BEHAVIOUR	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NOTES					

AT WHAT AGE IS A DOG SENIOR?

This really depends on the breed and size of your dog.

Smaller dogs have a longer life expectancy so reach their senior years much later.

This generally means that dogs are senior:

- 8 years for small breeds.
- 7 years for middle sized breeds.
- 5 years for large and giant breeds.

A GOOD DEFINITION OF THE LIFE STAGES IS:

LIFE STAGES OF DOGS

PUPPY | Neonate until reproductive maturity

ADULT | Finished growing, structurally and socially mature

MATURE | From middle up to approximately the last 25% of expected lifespan

SENIOR | From maturity to life expectancy

GERIATRIC | At life expectancy and beyond



HOW OFTEN SHOULD I TAKE A SENIOR DOG TO THE VET?



- It is recommended that you take a senior dog at least twice a year
- The vet will give any vaccinations needed, give them a thorough physical examination and may want to give blood and urine tests
- The reason for the increased frequency of visits is that this allows your vet to build up a base line against which future tests can be measured. That way they are able to spot any changes and so, hopefully, spot any problems early.



GOOD NUTRITION THE KEY TO A DOG'S WELLBEING

Better quality foods made with better quality ingredients support a better quality of life.



Good nutrition is more than just about giving your dog enough to eat. It is about providing them with a diet that delivers an ideal mix of the nutrients – the building blocks of life that allow them to grow, develop to their potential and stay active and healthy.

The nutritional requirements of dogs are complex and different life stages, breeds, activity levels and states of health all have an effect on a dog's unique nutritional needs.

Each nutrient has a different role to play and optimal nutrition is about achieving a balance of those nutrients – one that best suits each dog's individual needs.

Getting that balance right can have a direct and lasting impact on their appearance, vitality, temperament and overall health.

Good nutrition can help your dog thrive, whatever their breed and whatever their life stage.

Good nutrition will help your pet live a full and active life from junior to senior.

WHAT IS SPECIFIC™?

SPECIFIC is a range of dog and cat nutrition designed to meet the nutritional needs of each different life stage and to provide nutritional support for a variety of common health conditions.

Developed by veterinary healthcare professionals and available through vets, SPECIFIC has been formulated with the highest quality ingredients to deliver a range of feeds with nutritional profiles optimised to help maintain supple joints, support brain and eye development and promote good cardiac health.

SPECIFIC has been built around the unique

nutritional benefits of fish, so many diets within the SPECIFIC range are rich in marine sourced omega-3, essential fatty acids that support healthy coat skin and joints.

This unique formulation means that SPECIFIC is a highly effective range of cat and dog nutrition that helps keep cats and dogs in the very best of health.



CIRCLE OF GOOD HOLISTIC NUTRITION FROM SUSTAINABLE SOURCES

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

- All of the fish in our dry diets now comes from sources accredited as sustainable
- 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
- In 2020 we introduced one of the first dry pet foods in recyclable bags and are committed to having all of our foods in recyclable packaging by 2023

FISH & MARINE-SOURCED INGREDIENTS THE JEWEL IN OUR CROWN

Fish is an excellent source of the nutrients needed to keep dogs healthy. Rich in omega-3 and a high quality, easily digestible protein, it's no wonder we've made fish and other marine ingredients a core component of SPECIFIC:

- Naturally rich in omega-3, essential fatty acids that play a key role in coat and skin health, joint mobility, cardiac and kidney health, brain and eye development. They also promote a strong immune system
- The right type of omega-3 – The beneficial EPA and DHA forms of omega-3 are not found in plant omega-3 and can only be obtained from fish
- Fish is a high quality protein, low in saturated fat and 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
- A great source of minerals including calcium, phosphorus, iron, zinc, iodine, magnesium and potassium



NUTRITIONAL NEEDS OF SENIOR DOGS

Weight gain is a key risk of ageing dogs. As they age their metabolism slows and they become generally less active, giving lower energy needs. If they continue to eat the same food in the same quantity then they may well gain weight.

- You could always simply feed them less of their normal food, but there is a risk that they will feel hard done by with smaller portions. Senior foods are designed to have lower energy density so you can feed the same portion size
- Whilst older dogs need sufficient protein it is also helpful to reduce workload on the kidneys, which can be achieved by controlling levels of protein and certain minerals
- To achieve this balance, senior foods should use

proteins of high biological value – meaning that even with lower protein levels senior dogs are still getting the amino acids they need



SENIOR FOODS FROM SPECIFIC™

A choice of wet and dry diets designed to help maintain ideal bodyweight; support heart function and support kidney function by reducing workload on the kidneys.

- Rich in omega-3 from fish for healthy coat, skin and joints
- Helps to maintain the ideal bodyweight. With lower calories and higher fibre this is a less energy dense food. This means they can eat their usual amount, so not feel hungry, whilst controlling weight. It also contains L-carnitine – a fat burning amino acid derivative
- High fibre, fermentable fibres and added MOS supporting healthy digestion
- Controlled protein, phosphorus and sodium to lower workload on the kidneys whilst proteins of high biological value supply the nutrients needed
- Added taurine and L-carnitine to support heart muscle function



SPECIAL CARE DIETS

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

FOOD SENSITIVITY & OTHER ALLERGIES
CDD-HY/COD-HY/CDD
COW-HY/CDW



BLADDER STONES & URINARY TRACT HEALTH
CCD/CDD/CKD/CKW



JOINT SUPPORT
CJD



DIGESTIVE SUPPORT
CID/CIW



HEART & KIDNEY SUPPORT
CKD/CKW



ENDOCRINE SUPPORT
CED-DM



WEIGHT MANAGEMENT
CRD-1/CRD-2/CRW-1



POST-OPERATIVE RECOVERY DIET
F/C-IN-W



VET APPOINTMENTS

Date	Time	Issue	Signature

NOTES

If you have any questions about the SPECIFIC diets, please talk
to your nutritional advisor or veterinary nurse or contact:

Dechra Veterinary Products Ltd. | Sansaw Business Park | Hadnall | Shrewsbury | SY4 4AS

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Dechra Veterinary Products Limited is a trading business of Dechra Pharmaceuticals PLC



TO FIND OUT MORE VISIT WWW.SPECIFIC-DIETS.CO.UK