

SPECIFIC DIETS FOR SUPPORT OF JOINT PAIN IN CATS & DOGS



Wet and dry diets for cats and dry diet for dogs with high levels of omega-3 from fish oil for the support of cats and dogs with joint pain

- High levels of omega-3 from fish oil to support the natural anti-inflammatory process
- A powerful combination of cartilage supporting nutrients including omega-3 from fish oil; chondroitin (a building block of cartilage); hydrolysed collagen peptides and beta-glucans in dog diets and glucosamine in cat diets; manganese to activate cartilage creating enzymes and antioxidants to mop up cartilage degrading free radicals
- Moderate energy levels and L-carnitine – a fat burning amino acid derivative to help maintain ideal bodyweight for reduced pressure on joints



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

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

At SPECIFIC our goal is to provide high quality nutrition for cats and dogs - life stage diets, for healthy cats and dogs, designed to meet the specific needs of different ages, and special care diets designed to provide nutritional support for a wide range of veterinary conditions.

We are committed to delivering this quality nutrition in as sustainable way as possible.

- All of the fish in our dry diets now comes from sources accredited as sustainable
- Our fish are caught with the more sustainable midwater trawl and ring netting fishing systems
- 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



SPECIFIC

NUTRITIONAL SUPPORT FOR JOINT DISEASE IN CATS AND DOGS



Superior nutrition from the veterinary experts

Osteoarthritis is a common disease affecting over 90% of dogs over 5 years old and 61% of cats over 6 years.

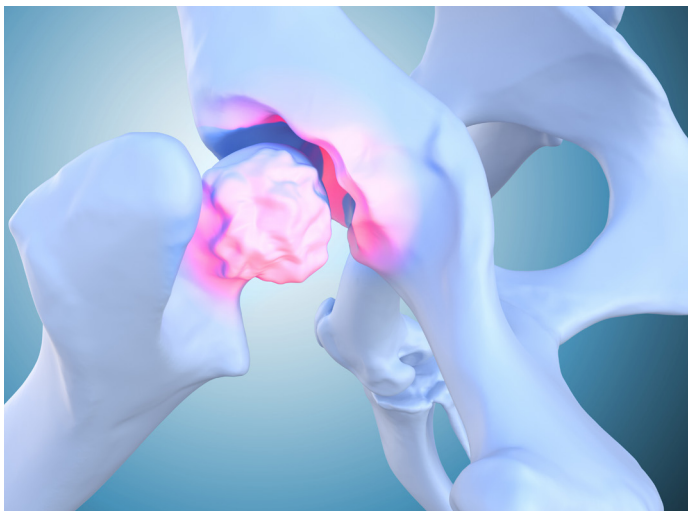


WHAT CAUSES JOINT PAIN

In a normal healthy body, the ends of bones, where they meet at the joints, are coated with cartilage, a smooth rubber-like tissue that protects the ends of the bones allowing for easy movement of the joints.

Cartilage is constantly broken down and replaced and, in a healthy body, the rate of rebuild matches this breakdown.

Osteoarthritis occurs when cartilage breaks down too fast, due to vigorous exercise or excess weight or rebuilds too slowly, due to factors such as old age; disease or genetics. When this happens then cartilage degrades, allowing bones to rub together, causing pain, irritation and inflammation.



SIGNS THAT THEY MAY BE SUFFERING FROM JOINT PAIN

DOGS

- Difficultly getting comfortable?
- Are they stiff after resting?
- Are they reluctant to play or tiring easily and falling behind on walks?
- Any signs of difficulty climbing stairs or jumping into the car
- Less alert and interested in their surroundings?
- Are there signs of pain when you touch affected joints?



These are the signs to look out for that your dog or cat may be suffering from joint pain



CATS

Cats are masters at hiding pain making it harder to spot problems but there are often signs

- Are they less mobile, less willing to jump up and down or going upstairs more slowly?
- Are they less active, spending more time sleeping, go out in the garden less or sleep in different, easier to reach places?
- Are they grooming less, and you will see that in their coat condition?
- Has their resting posture changed? Rather than curl up into a comfy circle are they are lying in a more upright tense position, known as sternal recumbency
- Has their behaviour changed. Are more irritable and less willing to interact with others, they may dislike being handled or show increased aggression and fear response?
- Any changes in toilet habits. Are they urinating in places other than their litter tray – that may be a sign that they find it harder to get into their litter tray?



These may be signs that they are suffering from joint pain – ask your vet for advice

HOW CAN NUTRITION HELP WITH JOINT PAIN IN CATS AND DOGS?

Diet can help in 3 main ways:

MANAGING INFLAMMATION



EPA and DHA omega-3 from fish oils support the body's natural anti-inflammatory process



SUPPORTING CARTILAGE

Special ingredients can help both slow the breakdown of cartilage and speed up the rebuild

- EPA and DHA omega-3 from fish oil reduce the activity of cartilage degrading enzymes
- Chondroitin, glucosamine and hydrolysed collagen peptides – key components of cartilage
- Manganese activates cartilage creating enzymes
- Antioxidants neutralise cartilage degrading free radicals



MANAGING WEIGHT

Excess weight is both a cause and a symptom of joint pain. Excess weight increases the levels of cartilage break down whilst the reduced mobility, caused by joint pain, contributes to further weight gain.

Diets with moderate energy levels can help maintain ideal bodyweight and reduce pressure on joints.

