

VETERINARY™
HPM

FOR JASPER. AND ALL THE
OTHER TIGERS IN TULIP CRESCENT.




INTRODUCING VETERINARY HPM

NUTRITION FOR YOUR PET CARNIVORE

Shaping the future
of animal health

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HIGHLY EVOLVED CARNIVORES NEED HIGHLY EVOLVED NUTRITION



Did you know
that 46% of adult
cat foods contain a
vegetable as their
number one
ingredient?*

Cats are incredible creatures. Shaped by tens of thousands of years of evolution, they possess the speed, agility and finely honed senses of an expert predator.

Although your pet cat might seem a long way from their wild ancestors, their nutritional needs remain fundamentally unchanged.

Cats are carnivores. They require the low-carb, high-protein diet of meat-eaters. So why isn't this reflected in the food we give them?

INTRODUCING VETERINARY HPM

VETERINARY HPM is a new generation of cat food, specifically developed to provide the closest match to the nutritional needs of your pet carnivore.

The product of expert formulation, VETERINARY HPM is based on a unique low-carb, high-protein formula. That means that it's lower in starch and carbohydrate and higher in animal protein.

The result is a cat food that's perfectly adapted to your pet's nutritional needs – and they'll love the taste too.

By combining a finely tuned nutritional formula with a range of tailored dietary supplements, we've been able to create a complete range of VETERINARY HPM products to support your cat through every life stage.



VETERINARY HPM: advanced preventive nutrition, specially formulated for carnivores.



LOW-CARB, HIGH-PROTEIN: WHY VETERINARY HPM MAKES SENSE FOR YOUR CAT

Your cat needs food that satisfies their nutritional needs. Every cat, including yours, is a carnivore. In the wild, the natural feline diet would be high in protein – and low in carbohydrate.

Yet most cat foods seem to ignore this simple fact and contain excessive quantities of carbohydrates such as cereals and starch. VETERINARY HPM is different.

While VETERINARY HPM has been carefully formulated to provide the nutrition your cat needs, the principle behind it is simple: more of what's important, less of what isn't.

MORE OF WHAT'S IMPORTANT: PROTEIN

VETERINARY HPM has one of the highest levels of animal protein content of any cat food on the market*, giving cats not just what they need but what they prefer.

LESS OF WHAT ISN'T IMPORTANT: CARBOHYDRATE

Formulated without maize, wheat or gluten, VETERINARY HPM comes closest to the natural needs of carnivores, with 40% less carbohydrate than other premium cat foods*.

COMPARED TO THE AVERAGE CAT FOOD, VETERINARY HPM CONTAINS*

30%

MORE PROTEIN

40%

LESS CARBS

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PALATABILITY

THE TASTE YOUR CAT WILL LOVE – OR YOUR MONEY BACK

With a recipe that's high in protein – animal protein from pork and poultry in particular – cats simply love the taste of VETERINARY HPM.

VETERINARY HPM is formulated to reflect what cats would naturally choose to eat in the wild. Not only will it stimulate their taste buds, VETERINARY HPM is also better adapted to cats' digestive systems. So it's no surprise to find that they enjoy eating it.

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OUR MONEY-BACK GUARANTEE

We're so confident your cat will love VETERINARY HPM that, if they won't eat it, we'll provide a full replacement or refund.

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BETTER NUTRITION FOR BETTER HEALTH

It's a proven fact: having the right balance in their food helps cats stay healthier.

Each product in the VETERINARY HPM range has a different **Global Preventive Profile**, adapted to the specific condition (neutered or entire), age and lifestyle of your cat.

SO MANY BENEFITS

Thanks to its low-carb, high-protein nutritional profile and carefully selected dietary supplements, VETERINARY HPM is more than just a cat food.

VETERINARY HPM provides expertly tailored nutrition for the specific health challenges at each stage of your cat's life, helping to keep them in optimal health.



BY SIMPLY CHANGING THE WAY YOU FEED YOUR CAT, YOU CAN CONTRIBUTE TO KEEPING THEM IN GOOD HEALTH.

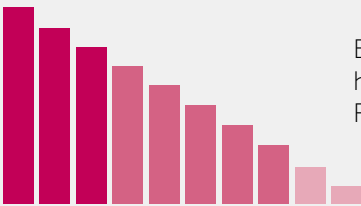
MORE THAN JUST FOOD: WHY IS VETERINARY HPM UNIQUE?

By simply changing the way you feed your cat, you can help to maintain them in good health.

UP TO 10 HEALTH BENEFITS

The infographic consists of three rows of icons on a pink background, each with a corresponding text label below it. The first row has three icons: a scale of justice, a tooth, and a joint. The second row has five icons: a stomach, a comb, a crossed-out star, a urinary bladder, and a downward arrow with 'GI'. The third row has two icons: two kidneys and a shield with a checkmark.

- BODY WEIGHT CONTROL
- DENTAL/TARTAR CONTROL
- JOINT & MUSCLE SUPPORT
- HIGH DIGESTIVE TOLERANCE
- SKIN & COAT SUPPORT
- LOW ALLERGEN FORMULATION
- URINARY HEALTH
- LOW GLYCAEMIC INDEX
- MAINTAINS RENAL FUNCTION
- IMMUNE SUPPORT



Each VETERINARY HPM product has a different "Global Preventive Profile", which is shown on the pack.

GLOBAL PREVENTIVE PROFILE

Each product is formulated to cover a different spectrum of health benefits adapted to your cat's needs.

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THE 10 HEALTH BENEFITS OF THE GLOBAL PREVENTIVE PROFILE



Body weight control

Helps to maintain an optimal weight, preserve muscle mass and limit fatty tissue deposit.



Dental tartar control

Helps to limit dental plaque and tartar formation and contributes to good oral and dental health.



Maintains renal function

Helps to maintain a healthy renal function.



Urinary health

Helps to maintain a healthy urinary system.



Joint & muscle support

Helps to maintain strong and healthy muscles and joints.



Immune support

Helps to maintain a healthy immune system.



Skin & coat support

Helps to promote a healthy skin and a shiny coat.



High digestive tolerance

Helps to ensure a balanced and healthy digestive flora. Helps to assure well-formed, low odour stools.



Low allergen formulation

Formulated without maize, wheat, gluten, soya, egg, beef and fish, in order to lower the risk of food intolerances*.



Low glycaemic index

Helps to ensure a stable blood glucose level.

*May contain traces. Not suited for full hypoallergenic use.

QUALITY NUTRITION, WHAT DOES THIS MEAN?

1



High-quality animal protein, with a low ash content. All of our lifestage products are made with pork and poultry protein.

2



3

The manufacturing process applied for the VETERINARY HPM range **preserves the nutritional quality and palatability of the ingredients.**

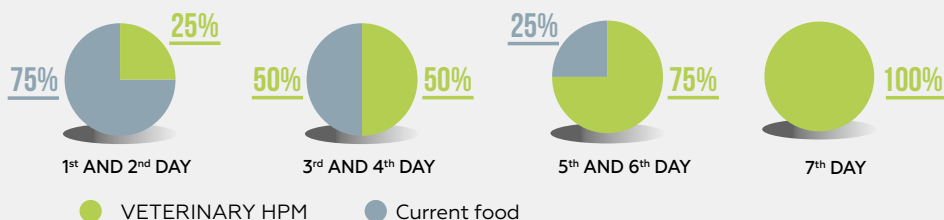
- All the ingredients are carefully treated to **preserve** their **nutritional qualities** and assure **optimum digestibility.**
- The food is coated at room temperature with animal fats to produce **very palatable** kibbles.
- Fragile functional ingredients are incorporated at the end of the process to ensure their **optimal efficacy.**



GOOD PRACTICES TO IMPLEMENT

1 Food transition

It is essential to gradually introduce the new food in combination with the old food over a period of at least 7 days which may be extended to 3 weeks.



Digestive adaptation signs may be observed during this transition phase. These are totally normal, as the digestive system of your animal is getting used to its new food.



2 The protein content encourages your animal's water intake.

Your cat needs water to stay healthy, at least 60ml/kg of his body weight per day*. Due to VETERINARY HPM's higher amount of protein your cat will naturally consume more water.



Make sure that one or more **water** sources are always **available**.

3 The VETERINARY HPM range is very palatable.

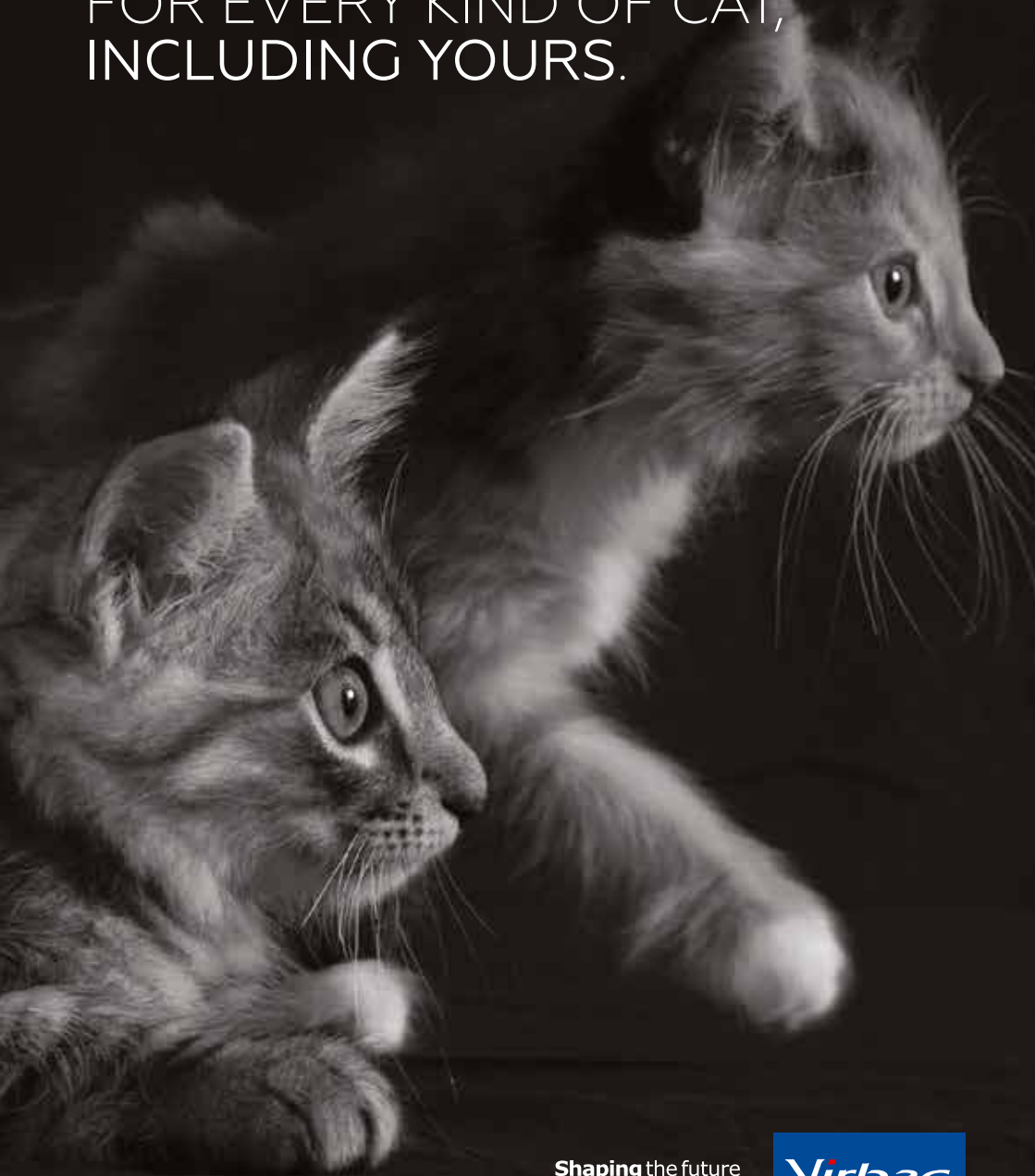
Your cat may be eager to eat more, please strictly follow the daily rations advised by your vet/vet nurse. These quantities perfectly cover the daily needs of your pet.



The nutrition of your pet is an important aspect of health: ask your vet/vet nurse for advice.

*Amount of water consumption in combination of dry foods

THE VETERINARY HPM RANGE.
FOR EVERY KIND OF CAT,
INCLUDING YOURS.



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FIND VETERINARY HPM FOR YOUR CAT:

Whether kitten, adult or senior, neutered or entire, VETERINARY HPM satisfies the nutritional needs of every cat. Each recipe is specially adapted to give your cat an ideal diet, based on their changing needs at every stage of life.

| Life stage | Entire | Neutered / Tendency to become overweight |
|--------------------------------------|---|--|
| Kitten up to 12 months old | Baby Pre Neutered Cat (page 15) | Junior Neutered Cat (page 16) |
| Adult over 12 months old | Adult Neutered & Entire with Salmon (page 18) | Adult Neutered Cat (page 17) |
| Senior over 10 years old | Senior Neutered Cat (page 19) | Senior Neutered Cat (page 19) |

BABY PRE NEUTERED CAT

COMPLETE DIET FOR KITTENS:

- From **weaning up to neutering** or **up to 12 months old** if not neutered
- Pregnant **cats**
- Lactating **cats**



LOW IN CARBOHYDRATE 15%
HIGH IN PROTEIN 45%



GROWTH BEFORE NEUTERING

Ensures healthy and balanced growth thanks to its high protein content and the right levels of calcium and phosphorus.

- Supports high energy levels
- Beta-glucan to support immune system development
- Very low starch content for high digestive tolerance
- High level of animal protein helps maintain urinary health
- Omega-3 and Omega-6 to aid development of the skin and coat
- Dental tartar and plaque control



AVAILABLE SIZES:
400 g, 1,5 kg, 3 kg

JUNIOR NEUTERED CAT

COMPLETE DIET FOR YOUNG CATS:

- From **neutering** up to **12 months old**
-



LOW IN CARBOHYDRATE 20%
HIGH IN PROTEIN 44%

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GROWTH AFTER NEUTERING

Helps to limit the risk of excess weight which might arise as a result of neutering. The high protein content contributes to ongoing muscle development.

- Low fat content provides the appropriate energy profile for the end of growth, post neutering
- High level of animal protein helps maintain urinary health
- Very low starch content for high digestive tolerance
- Omega-3 and Omega-6 for healthy skin and a shiny coat
- Dental tartar and plaque control
- Low glycaemic index helps ensure stable blood glucose levels



AVAILABLE SIZES:
1.5 kg, 3 kg



ADULT NEUTERED CAT

COMPLETE DIET FOR ADULT CATS:

- Neutered from 12 months old



LOW IN CARBOHYDRATE 20.5%
HIGH IN PROTEIN 44%



BODY WEIGHT CONTROL

The low energy content limits calorie intake, while the increased fibre content helps your cat feel full. An L-carnitine supplement limits fatty tissue deposits.

- High level of animal protein helps maintain urinary health
- Phosphorus binding supplement helps maintain healthy kidney function
- Dental tartar and plaque control
- Omega-3 and Omega-6 for healthy skin and a shiny coat
- Low glycaemic index helps ensure stable blood glucose levels
- Very low starch content for high digestive tolerance



AVAILABLE SIZES:

1.5 kg, 3 kg, 7 kg



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ADULT NEUTERED & ENTIRE CAT WITH SALMON

COMPLETE DIET FOR ADULT CATS:

- Neutered and entire from 12 months old



LOW IN CARBOHYDRATE 20%
HIGH IN PROTEIN 44%



OPTIMAL BODY WEIGHT

An optimised energy balance helps maintain a healthy weight and ideal body condition. An L-carnitine supplement preserves muscle mass and limits fatty tissue deposits.

- High level of animal protein helps maintain urinary health
- Phosphorus binding supplement helps maintain healthy kidney function
- Dental tartar and plaque control
- Omega-3 and Omega-6 for healthy skin and a shiny coat
- Very low starch content for high digestive tolerance
- Low glycaemic index helps ensure stable blood glucose levels



AVAILABLE SIZES:
1.5 kg, 3 kg, 7 kg

WANT TO KNOW MORE?

FOR MORE INFORMATION PLEASE SPEAK TO YOUR VET OR VET NURSE

SENIOR NEUTERED CAT

COMPLETE DIET FOR SENIOR CATS:

- Neutered over 10 years old



LOW IN CARBOHYDRATE 25.5%
HIGH IN PROTEIN 38%



AVAILABLE SIZES:
1.5 kg, 3 kg, 7 kg

BODY WEIGHT CONTROL

To help maintain optimal body weight, the energy density is moderately high to compensate for the potential loss of appetite and digestive capability in older cats.

- Reduced phosphorus content to help maintain healthy kidney function
- Dental tartar and plaque control
- High level of animal protein helps maintain urinary health
- Low glycaemic index helps ensure stable blood glucose levels
- Protein helps maintain muscle mass, while chondroitin and chitosan supplements help maintain a strong musculoskeletal system
- Low starch content for high digestive tolerance
- Omega-3 and Omega-6 for healthy skin and a shiny coat
- Low-allergen formulation with no maize, wheat, gluten, soya, egg, beef or fish†.



* In comparison to average protein and carbohydrate amounts in maintenance adult cat and dog dry food, commercialised in Europe. Internal analysis carried out in France, September 2015 – comparison data collected via official product websites.

† May contain traces. Not suited for full hypoallergenic use.

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