

VETERINARY™  
**HPM**

FOR FERGUS. AND ALL THE  
OTHER WOLVES IN WILLOW CLOSE.




**INTRODUCING  
VETERINARY HPM**

NUTRITION FOR YOUR PET CARNIVORE

Shaping the future  
of animal health

**Virbac**

# HIGHLY EVOLVED CARNIVORES NEED HIGHLY EVOLVED NUTRITION



Did you know  
that 66% of adult  
dog foods contain a  
vegetable as their  
number one  
ingredient?\*

Dogs have an amazing ancestry. 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 dog might seem a long way from the wolves on their family tree, their nutritional needs remain fundamentally unchanged.

Dogs 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 dog 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 dog 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 dog through every life stage.



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

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

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

Yet most dog 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 dog 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 dog food on the market\*, giving dogs 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 dog foods\*.

**COMPARED TO THE AVERAGE DOG FOOD, VETERINARY HPM CONTAINS\***

**30%**      **40%**  
**MORE PROTEIN**      **LESS CARBS**

# PALATABILITY

THE TASTE YOUR DOG WILL LOVE – OR YOUR MONEY BACK

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

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

## OUR MONEY-BACK GUARANTEE

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







## BETTER NUTRITION FOR BETTER HEALTH

It's a proven fact: having the right balance in their food helps dogs 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 dog.

### SO MANY BENEFITS

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

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



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

# MORE THAN JUST FOOD: VETERINARY HPM IS UNIQUE

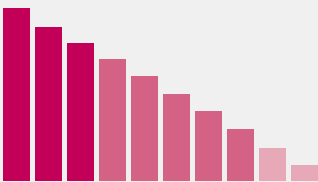
By simply changing the way you feed your dog, you can contribute to maintain it in good health.



## UP TO 10 HEALTH BENEFITS



- 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 can be found on the front of the bag.

## GLOBAL PREVENTIVE PROFILE

means that each product is formulated to cover a different spectrum of health benefits adapted to your dog's specific 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



2



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

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**.



4

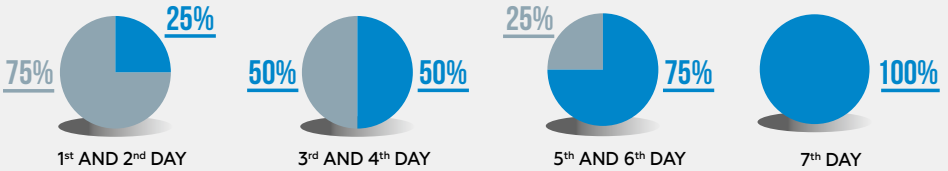
The VETERINARY HPM Range is **manufactured in Virbac's own factory** in France.



# 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, particularly for large breeds and/or sensitive dogs.



● VETERINARY HPM    ● Current food

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



## 2 The protein content encourages your pet's water intake.

Your dog needs water to stay healthy, at least 50-70ml/kg of his bodyweight per day\*. Due to VETERINARY HPM's higher amount of protein your dog 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 dog may be eager to eat more, but please strictly follow the daily rations advised by your vet/vet nurse. These quantities perfectly cover the 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 DOG, INCLUDING YOURS

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

### FIND VETERINARY HPM FOR YOUR DOG:

Life stage	Entire	Neutered / Tendency to become overweight
<b>Small and toy dogs (up to 10 kg)</b>		
<b>Puppy</b> up to 10 months old	Baby Small & Toy (page 12)	Baby Small & Toy (page 12)
<b>Adult</b> over 10 months old	Adult Small & Toy (page 13)	Adult Neutered Small & Toy (page 15)
<b>Senior</b> over 10 years old	Senior Small & Toy (page 14)	Senior Neutered Small & Toy (page 17)
<b>Medium dogs (10 to 25 kg)</b>		
<b>Puppy</b> up to 6 months old	Baby Large & Medium (page 20)	Junior Special Medium (page 21)
<b>Junior</b> 7 to 12 months old	Junior Special Medium (page 21)	Junior Special Medium (page 21)
<b>Adult</b> over 12 months old	Adult Large & Medium (page 22)	Adult Neutered Large & Medium (page 16) Sensitive Digest Neutered Adult (page 19)
<b>Senior</b> over 8 years old	Senior Large & Medium (page 23)	Senior Neutered Large & Medium (page 18)
<b>Large dogs (over 25 kg)</b>		
<b>Puppy</b> up to 7 months old	Baby Large & Medium (page 20)	Junior Special Large (page 21)
<b>Junior</b> 8 to 18 months old	Junior Special Large (page 21)	Junior Special Large (page 21)
<b>Adult</b> over 18 months old	Adult Large & Medium (page 22)	Adult Neutered Large & Medium (page 16) Sensitive Digest Neutered Adult (page 19)
<b>Senior</b> over 6 years old	Senior Large & Medium (page 23)	Senior Neutered Large & Medium (page 18)

# BABY SMALL & TOY DOG



## COMPLETE DIET FOR SMALL BREED PUPPIES:

- Up to 10 months old



NUTRITION  
FOR  
CARNIVORES

**LOW IN CARBOHYDRATE 23.5%**  
**HIGH IN PROTEIN 35%**



GLOBAL  
PREVENTIVE  
PROFILE

- Supports rapid growth
- High energy level
- Immune support
- High digestive tolerance
- Dental tartar control
- Skin and coat support
- Low-allergen formulation



**AVAILABLE SIZES:**  
1.5 kg, 3 kg

# ADULT SMALL & TOY DOG



## COMPLETE DIET FOR ENTIRE SMALL BREED DOGS:

- Over 10 months old



**LOW IN CARBOHYDRATE 27.5%**  
**HIGH IN PROTEIN 34%**



- Optimal body weight
- Dental tartar control
- Urinary health
- High digestive tolerance
- Skin and coat support
- Low-allergen formulation
- Healthy renal function



**AVAILABLE SIZES:**  
1.5 kg, 3 kg, 7 kg

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# SENIOR SMALL & TOY DOG



## COMPLETE DIET FOR ENTIRE SMALL BREED DOGS:

- Over 10 years old



**LOW IN CARBOHYDRATE 29%**  
**HIGH IN PROTEIN 32%**



- Body weight control
- Dental tartar control
- Helps to maintain renal function
- Urinary health
- Joint and muscle support
- Immune support
- Skin and coat support



**AVAILABLE SIZES:**  
1.5 kg, 3 kg, 7 kg

- High digestive tolerance
- Low-allergen formulation
- Low glycaemic index





# ADULT NEUTERED DOG SMALL & TOY



## COMPLETE DIET FOR NEUTERED SMALL BREED DOGS:

- Over **10 months old**
- Also suitable for dogs with a tendency to be overweight



**LOW IN CARBOHYDRATE 26%**  
**HIGH IN PROTEIN 34%**



- Body weight control
- Moderates calorie level
- Dental tartar control
- Urinary health



**AVAILABLE SIZES:**  
1.5 kg, 3 kg, 7 kg

- Low glycaemic index
- High digestive tolerance
- Skin and coat support



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# ADULT NEUTERED DOG LARGE & MEDIUM



## COMPLETE DIET FOR NEUTERED LARGE AND MEDIUM BREED DOGS:

- Over **18 months old** for **large breeds** (over 25 kg)
- Over **12 months old** for **medium breeds** (10 to 25 kg)
- Also suitable for dogs with a tendency to become overweight



**NUTRITION  
FOR  
CARNIVORES**

**LOW IN CARBOHYDRATE 26%**  
**HIGH IN PROTEIN 34%**



**GLOBAL  
PREVENTIVE  
PROFILE**

- Body weight control
- Moderates calorie level
- Joint and muscle support

**AVAILABLE SIZES:**  
3 kg, 7 kg, 12 kg

- High digestive tolerance
- Low glycaemic index
- Low-allergen formulation
- Skin and coat support



# SENIOR NEUTERED DOG SMALL & TOY



## COMPLETE DIET FOR NEUTERED SMALL AND TOY BREED DOGS:

- Over **10 years old**
- Also suitable for dogs with a tendency to become overweight



**LOW IN CARBOHYDRATE 30%**  
**HIGH IN PROTEIN 32%**



- Body weight control
- Moderates calorie level
- Dental tartar control
- Low glycaemic index
- Urinary health
- Helps to maintain renal function



**AVAILABLE SIZES:**  
1.5 kg, 3 kg, 7 kg

- Joint and muscle support
- Immune support
- Skin and coat support
- High digestive tolerance



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# SENIOR NEUTERED DOG LARGE & MEDIUM



## COMPLETE DIET FOR NEUTERED LARGE AND MEDIUM BREED DOGS:

- Over **6 years old** for **large breeds** (over 25 kg)
- Over **8 years old** for **medium breeds** (10 to 25 kg)
- Also suitable for dogs with a tendency to become overweight



**LOW IN CARBOHYDRATE 30%**  
**HIGH IN PROTEIN 32%**



**AVAILABLE SIZES:**  
3 kg, 7 kg, 12 kg

- Body weight control
- Moderates calorie level
- Prevents loss of muscle mass
- Joint and muscle support
- High digestive tolerance
- Low glycaemic index
- Immune support
- Helps to maintain renal function
- Low-allergen formulation
- Skin and coat support



# SENSITIVE DIGEST NEUTERED LARGE AND MEDIUM

## COMPLETE DIET FOR NEUTERED ADULT DOGS WITH DIGESTIVE SENSITIVITY:

- Over **18 months old** for **large breeds**  
(over 25 kg)
- Over **12 months old** for **medium breeds**  
(10 to 25 kg)



**LOW IN CARBOHYDRATE 33%**  
**HIGH IN PROTEIN 29%**



**AVAILABLE SIZES:**  
12 kg

- High digestive safety
- Supports digestive system
- Improves faeces consistency
- Body weight control
- Joint & muscle support
- Low glycaemic index
- Low allergen formulation



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# BABY LARGE & MEDIUM DOG



## COMPLETE DIET FOR MEDIUM AND LARGE BREED PUPPIES:

- Up to **7 months old** for **large breeds** (adult weight over 25 kg)
- Up to **6 months old** for **medium breeds** (adult weight 10 to 25 kg)



**LOW IN CARBOHYDRATE 23.5%**  
**HIGH IN PROTEIN 35%**



- Supports first growth stage
- High energy level
- Joint and bone support
- Immune support
- High digestive tolerance
- Skin and coat support
- Low-allergen formulation



**AVAILABLE SIZES:**  
3 kg, 7 kg, 12 kg



# JUNIOR SPECIAL LARGE & MEDIUM DOG



**NUTRITION  
FOR  
CARNIVORES**

**LOW IN CARBOHYDRATE**  
MEDIUM 25% LARGE 28%

**HIGH IN PROTEIN**  
MEDIUM 35% LARGE 35%

**AVAILABLE SIZES:**  
3 kg, 12 kg

## SPECIAL COMPLETE DIET FOR MEDIUM BREED YOUNG DOGS (ADULT WEIGHT 10 TO 25 KG):



- From **7** to **12 months old**
- Supports second growth stage
- High energy level
- Joint and muscle support
- High digestive tolerance

- Skin and coat support
- Low-allergen formulation
- Urinary health



## SPECIAL COMPLETE DIET FOR LARGE BREED YOUNG DOGS (ADULT WEIGHT OVER 25 KG):



- From **8** to **18 months old**
- Supports long growth (over 16 months)
- Moderates calorie level
- Body weight control

- Joint and muscle support
- High digestive tolerance
- Low-allergen formulation
- Skin and coat support



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# ADULT LARGE & MEDIUM DOG



## COMPLETE DIET FOR ENTIRE LARGE AND MEDIUM BREED DOGS:

- Over **18 months old** for **large breeds** (over 25 kg)
- Over **12 months old** for **medium breeds** (10 to 25 kg)



**LOW IN CARBOHYDRATE 27.5%**  
**HIGH IN PROTEIN 34%**



- Optimal body weight
- Optimal muscle mass
- Joint and muscle support
- High digestive tolerance
- Low-allergen formulation
- Skin and coat support
- Urinary health



**AVAILABLE SIZES:**  
3 kg, 7 kg, 12 kg

\* 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

# SENIOR LARGE & MEDIUM DOG



## COMPLETE DIET FOR ENTIRE LARGE AND MEDIUM BREED DOGS:

- Over **6 years old** for **large breeds** (over 25 kg)
- Over **8 years old** for **medium breeds** (10 to 25 kg)



**LOW IN CARBOHYDRATE 29%**  
**HIGH IN PROTEIN 32%**



- Body weight control
- Moderates calorie level
- Prevents loss of muscle mass
- Joint and muscle support
- High digestive tolerance
- Immune support
- Skin and coat support
- Low-allergen formulation
- Helps to maintain renal function
- Urinary health



**AVAILABLE SIZES:**  
3 kg, 7 kg, 12 kg



### WANT TO KNOW MORE?

FOR MORE INFORMATION PLEASE  
SPEAK TO YOUR VET OR VET NURSE

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VETERINARY™  
**HPM**