

EUKANUBA SALES NUTRITIONAL STORY

SHARED HISTORY

Eukanuba and Royal Canin as two premium pet nutrition brands -- have historically similar motivations of always starting with deep research and understanding of animal needs, and then developing high quality nutrition to deliver complete balanced nutrition and benefits. While our methodologies differed, the ultimate solution for both Dr. Cathary (founder of Royal Canin) and Mr. Iams (founder of Eukanuba) was rooted in scientific knowledge and respect for the animal's nutritional needs.

We have continued to evolve our nutritional knowledge, further demonstrating how diet plays a critical role in what's most appropriate for pets' breed, lifestyle and life stage.

For almost 50 years, proper nutrition has remained the most optimal way for Royal Canin and Eukanuba to enhance the lives of pets.

GROWING THE SCIENCE HEALTH NUTRITION CATEGORY

The objective of the Royal Canin division is to make the science behind pets' differing needs accessible to pets and owners by leveraging the dual brand portfolio we have. Royal Canin offers a portfolio of precise health nutritional solutions for individualized needs, and Eukanuba provides a concise performance nutrition range to give every dog the advantage of strong body and mind.

EUKANUBA & ROYAL CANIN BRAND POSITIONING

		
Shared Beliefs (BOTH BRANDS)	<ul style="list-style-type: none">• The best nutrition is designed based on scientific study of animals (Cat & Dog first)• Partnering with professionals in animal development and care is critical to enable this• Specialized Trade channels enable the right information and ranges to meet needs	
Core Position	The Reference in Individualized Health Nutrition Transforms every cat and dog to its magnificent best	High Performance Nutrition Unleashes dogs' physical/mental capability for peak condition and activity
Nutrition Philosophy	Precision Nutrition Customized formula nutrition to meet the needs of each cat and dog	Performance Fuel Animal protein powered platform that gives every dog a nutrition advantage
Product Range (core)	Specialized Solutions Needs-based range expansion	Life Stage / Dog Size Solutions Concise range efficiency
Price / Value Partition	From Super Premium to Highest Super Premium Set the standard in Science Health Nutrition	Super Premium Broaden Science Health Nutrition
Tone and Voice	Professional Narrative Imparting deep cat and dog knowledge "Incredible in every detail"	Real World Narrative Animal / human closeness and emotion "That's a Eukanuba dog"

EUKANUBA NUTRITION

Eukanuba strives to *"Unleash a dog's mental and physical capability to ensure they are in peak condition and remain active throughout life"*

We do this with a focus on the ingredients we use in our diets and key nutritional pillars.

As our focus is strong bodies and minds for every dog, Eukanuba has a core chassis of ingredients that span the portfolio.



ANIMAL PROTEIN-POWERED NUTRITION

Protein science is a key part of the Eukanuba history, and we put animal proteins FIRST when developing our range. We do this based on previously conducted studies that show that high quality animal protein diets support a lean body mass while minimising body fat accumulation that can result in overweight/ obesity – to help ensure dogs are in the right condition to remain active.

Eukanuba recognises that some dogs and pet owners have different preferences and therefore pet owners may select their pet food based on a protein or taste preference. Eukanuba offers different animal protein sources (Chicken, Poultry, Lamb, Salmon) within our portfolio (not available in all markets today). By appealing to different preferences we ensure that the Science Health Category is relevant to more consumers and achieve our global mission to reach more pets with premium quality nutrition.

DIFFERENT BUT EQUAL - TWO STRONG NUTRIENT PHILOSOPHIES

Eukanuba uses an animal protein first philosophy, and Royal Canin uses a precision nutrient philosophy. Both nutritional platforms deliver the high quality nutrition we need to ensure optimal pet health.

Both are valid ways to deliver Science Health Nutrition, and to meet the nutritional needs of the pet.

The benefit of the different nutritional platforms is that we can appeal as a portfolio of brands to more pets and their owners and bring them into the Science Health Nutrition category to get the benefits of premium quality nutrition.



BRAIN DEVELOPMENT

DHA is specific to Eukanuba and the brand currently holds a patent which shows that clinically proven levels of DHA can enhance brain development in puppies, allowing for “smarter, more trainable puppies”.

Go to the link below to see the puppies show their development

https://www.dropbox.com/s/4kzuqc674xan664/Smart_puppy0901.mpg?dl=0



3D DENTA DEFENSE™

Eukanuba works to support clean teeth and healthy gums in 3 ways.

- 1) **BRUSHES:** Crunchy S-shaped kibble: Eukanuba uses a signature s-shaped kibble that has more surfaces to allow it to reach more of the dogs tooth surfaces and crevices and works to scrape away plaque deposits on the tooth.
- 2) **PROTECTS:** The use of calcium chelators to prevent tartar deposit. Eukanuba currently uses wither HMP or STPP as a calcium chelator. In the USA, the use of HMP allows the brand to have a VOHC statement on pack.
- 3) **MAINTAINS:** Optimal Calcium levels for the formation and maintenance of strong teeth.

3D DentaDefense is in all of our diets except for Puppy diets.



HEALTHY SKIN & RADIANT COAT

Eukanuba OmegaCoat™: Eukanuba products target a specific range between 5-10 of Omega 6 to every 1 Omega 3 fatty acid to reduce the inflammatory response at a cellular level. This is incorporated into all recipes at each life stage/ style.



BONE & JOINT HEALTH

Eukanuba targets a specific Calcium: Phosphorus ratio in our Large Breed Puppy formula to ensure that we achieve optimal bone development.

The use of animal protein ensures that naturally occurring Glucosamine and Chondroitin Sulphate are present in all diets. Where additional joint support is needed, incremental Glucosamine and Chondroitin Sulphate is added.



ENERGY THROUGHOUT THE DAY

Eukanuba focuses on using a customized carbohydrate blend to provide a dog with sustained energy levels throughout the day. Using a mix of cereals and their impact on glycemic index, recipes will use adjusted sources based on the dog's age, breed size or lifestyle.



HEALTHY DIGESTION

Beet Pulp: Digestibility is essential for the absorption of nutrients. Eukanuba ensures all products within the portfolio contain the moderately fermentable fibre Beet Pulp. This fibre source promotes healthy digestion and reduces faecal output, supporting small firm stools – a difference that is visibly seen vs. lower quality products.

FOS (Fructooligosaccharides): This prebiotic is a natural ingredient that beneficially stimulates the growth of good bacteria in the dog's digestive tract. As a food source for good bacteria, FOS promotes the growth of the good bacteria thereby crowding out the bad. FOS is present in all Eukanuba products.



IMMUNE SUPPORT

Eukanuba provide guaranteed levels of antioxidants such as Vitamin E and Beta Carotene to help support the immune system at every life stage or situation.