

# PRODUCT TRAINING

Eukanuba™



## > OUR MISSION



**We exist to fuel  
the bold, active life  
every dog deserves**

## > WHAT YOU WILL LEARN TODAY



CLICK TO VIEW PAGE

- > Nutritional Milestones
- > Brand Portfolio
- > What makes premium pet food superior?
- > The essential ingredients
- > Nutrition made to order

# > NUTRITIONAL MILESTONES

## MORE THAN 45 YEARS OF PIONEERING INNOVATION

- 2009** Prebiotic FOS in majority of formulas to help support natural defences and promote beneficial bacterial growth
- 2007** Special blend of fruits + vegetables for additional antioxidants, vitamins and minerals
- 2005** Launched **Eukanuba™** Breed Specific Nutrition
- 2005** **Eukanuba™** is first brand to show that DHA promotes the learning abilities of puppies
- 2001** DentalCare System to reduce tartar build-up
- 1998** Special carbohydrate blend helps blunt postprandial glucose surge
- 1998** L-carnitine to help fat metabolism and improve body condition
- 1996** Antioxidant blend (Vitamin E, -carotene) to support the immune system
- 1994** Optimal omega-6:omega-3 fatty acid ratio of 5-10: 1 to reduce inflammatory mediators and improve skin and coat condition
- 1994** Prebiotic FOS promotes growth of beneficial intestinal flora at the expense of pathogenic bacteria
- 1968** Beet pulp to aid digestion and improve stool quality

## > WHAT MAKES PREMIUM PET FOOD SUPERIOR?



- > Science-based
- > Fixed formula
- > High quality ingredients
- > Nutritionally dense
- > Tailored for life-stages/lifestyles

## > THE ESSENTIAL INGREDIENTS



- > Protein
- > Carbohydrates
- > Fibre
- > Fats
- > Vitamins, minerals and special nutrients

## > THE ESSENTIAL INGREDIENTS

### AMINO ACIDS



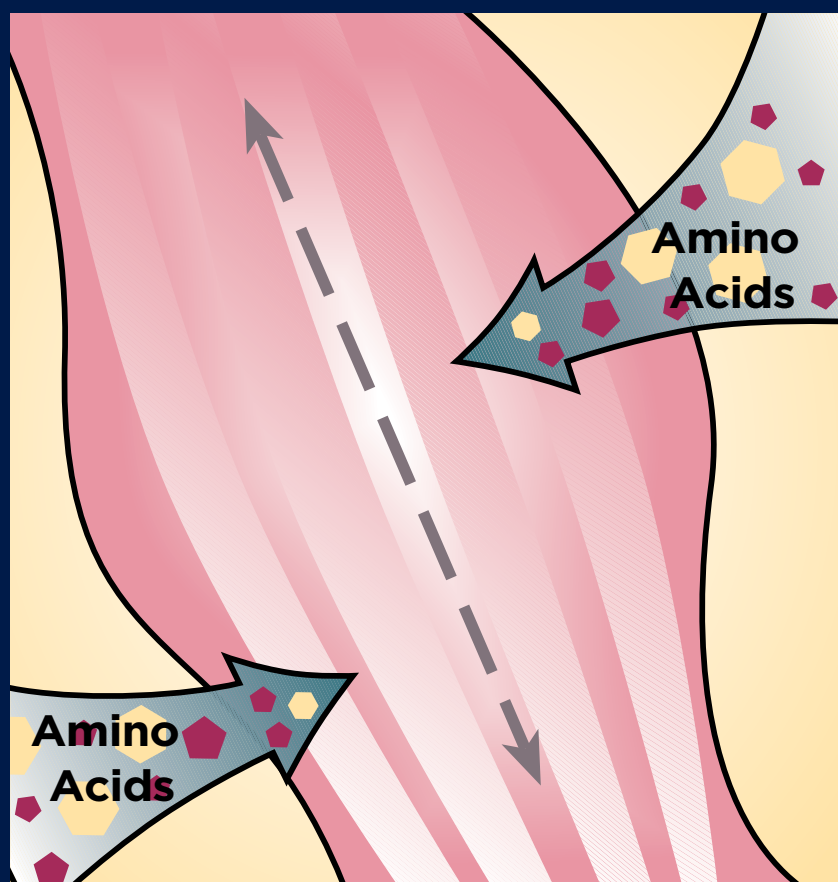
There are 21 alpha-amino acids found in protein chains. Dogs are able to synthesise 11 of them. These are called non-essential amino acids. The remaining ten - called essential amino acids - must be supplied in the dog's diet.

High quality animal proteins include all the essential amino acids in their proper proportions. Once absorbed during digestion, amino acids in the body have numerous functions.

- > They are the major **structural components of hair, skin, tendons, ligaments and cartilage.**
- > Proteins **play a main role in the body's essential metabolic reactions** through the production of enzymes and hormones (such as insulin and glucagon).
- > Additionally, amino acids in the blood **act as important carrier substances** – for example, haemoglobin, which carries oxygen to tissues.

## > THE ESSENTIAL INGREDIENTS

### PROTEIN



High quality animal protein helps to maintain body condition & healthy muscle mass

High quality, animal-based proteins:

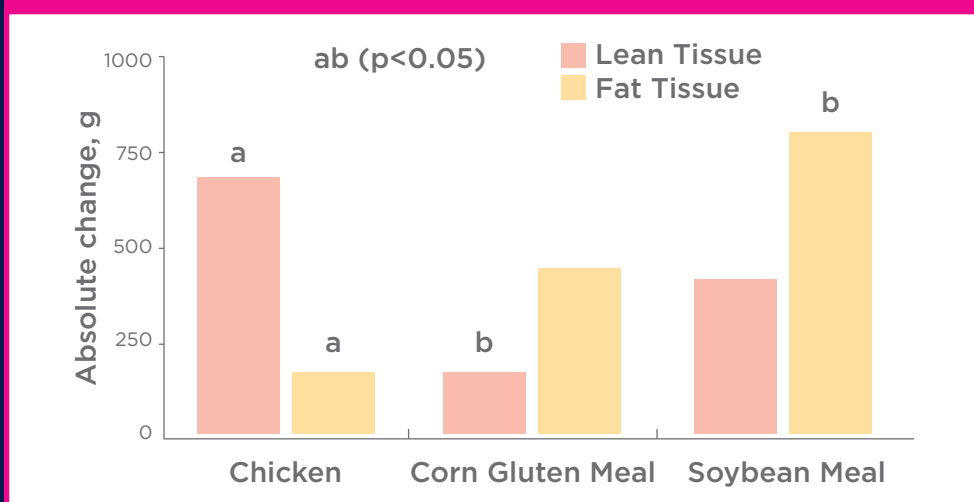
- > Provide a full complement of **amino acid** content and are **easily digested**
- > Provide **essential building blocks** of the body structure including muscles and skin & coat
- > Help **promote lean body mass**

# > THE ESSENTIAL INGREDIENTS

## PROTEIN



Adopted from Chisel: Body composition (corn gluten meal, soy bean meal) 32 week changes in dogs<sup>1</sup>



1. MARS Petcare data on file.

## Animal proteins improve body composition

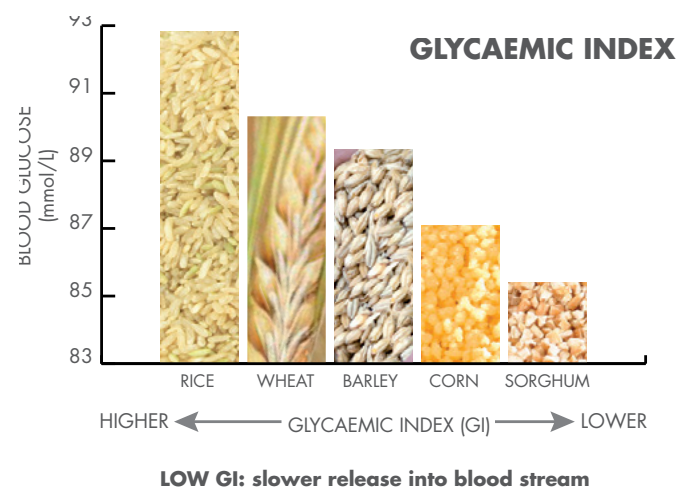
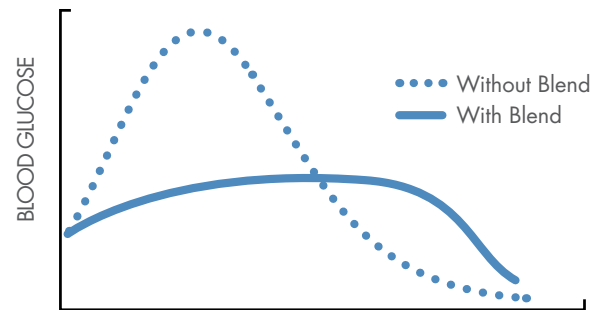
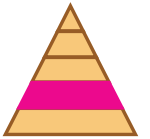
Feeding diets with high quality animal protein sources have shown that it helps to:

- > Promote **lean body mass**
- > Reduce **body fat mass**

Animal protein sourced diets may also **improve some age-related changes** in skeletal muscle in senior dogs

# > THE ESSENTIAL INGREDIENTS

## CARBOHYDRATES

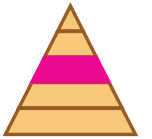


### Tailored carbohydrates

- > **Regulate blood glucose** (Glycaemic Index)
- > Blood glucose response impacts pets overall **energy levels**
- > It is important that the carbohydrate **matches the needs of the animal**
- > Carbohydrate blends provide **optimal energy** for a specific life-stage and lifestyle (puppy, adult, overweight, active)

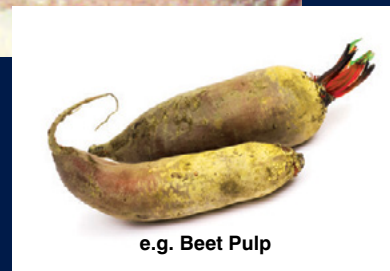
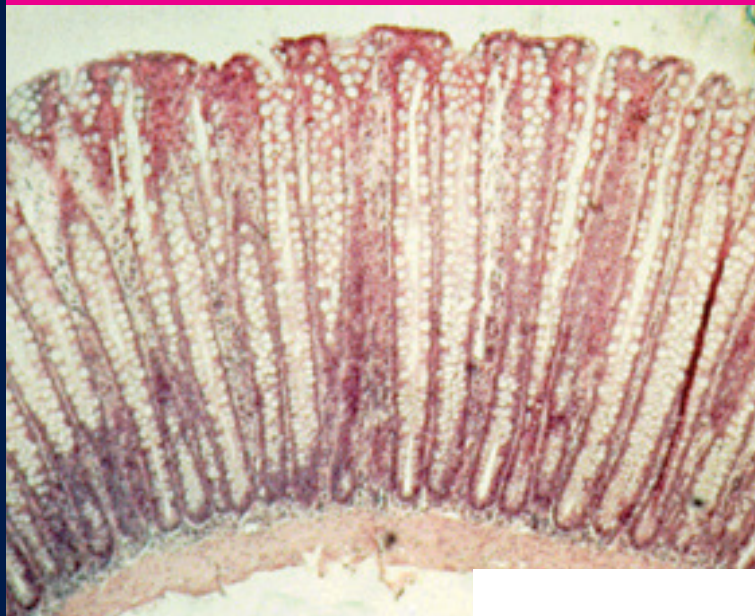
# > THE ESSENTIAL INGREDIENTS

## FIBRE



### MODERATELY FERMENTABLE FIBRE

Diet Containing Beet Pulp  
= Normal Intestinal Cells



e.g. Beet Pulp

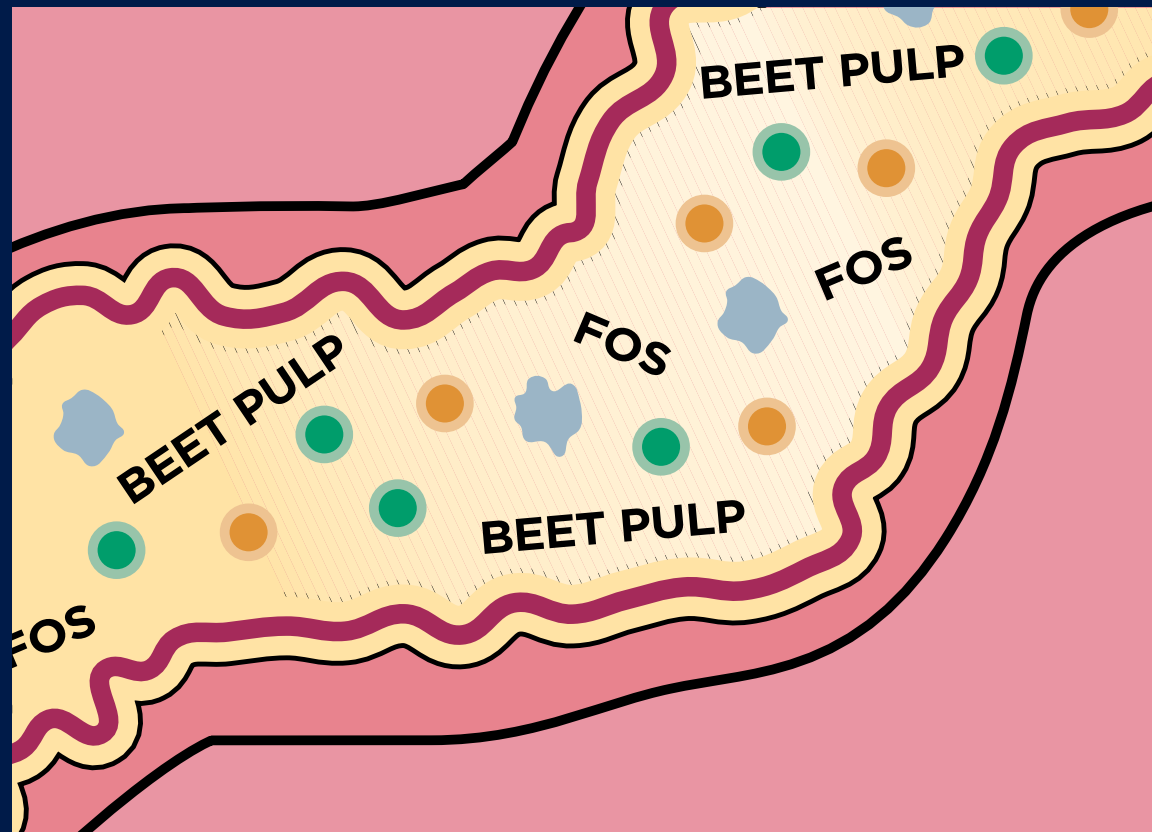
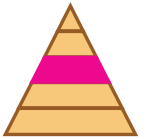
### Moderately fermentable fibre

**Fibre is needed for healthy gastrointestinal function and digestion.**

**Eukanuba™** diets contain beet pulp, a moderately fermentable fibre that **promotes optimal bacterial flora and stool quality**

## > THE ESSENTIAL INGREDIENTS

### FIBRE

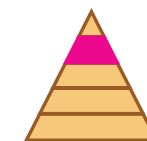


### Prebiotic FOS (fructooligosaccharides)

- > Fibre source which is **fermented** by interstitial bacteria
- > Helps promote the growth of **good bacteria** and reduces detrimental bacteria
- > Promotes overall **gastrointestinal health**

# > THE ESSENTIAL INGREDIENTS

## FATS

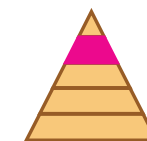


### Fats

- > **Twice the energy** than protein or carbohydrates
- > Carry **fat-soluble vitamins** (A,D,E,K)
- > **Palatability**
- > Omega 6:3 **essential fatty acids**
- > **DHA** (docosahexaenoic acid)

# > THE ESSENTIAL INGREDIENTS

## FATS



Reduces skin flaking and promotes a healthy skin and shiny coat



Diet **without** omega 6:3 balance



Diet **with** omega 6:3 balance

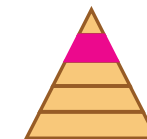
## Omega-6:Omega-3 Fatty Acids

- > Fish oils provide **essential fatty acids**
- > **Optimal 5-10:1 ratio** of Omega 6:3 oils<sup>1</sup>

1. MARS Petcare – data on file

## > THE ESSENTIAL INGREDIENTS

### FATS



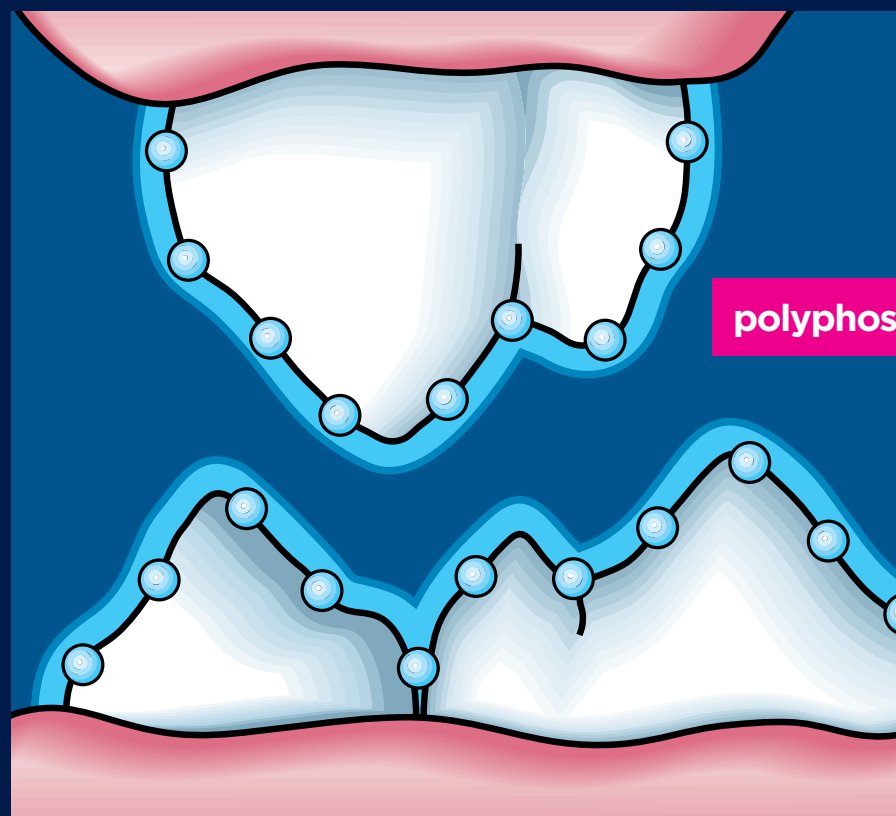
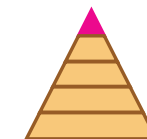
#### Docosahexaenoic (DHA)

- > DHA is **clinically proven** to support smarter, more trainable puppies
- > An enhanced dietary level of DHA **strengthens brain development**
- > Puppies become **smarter and more trainable**



## > THE ESSENTIAL INGREDIENTS

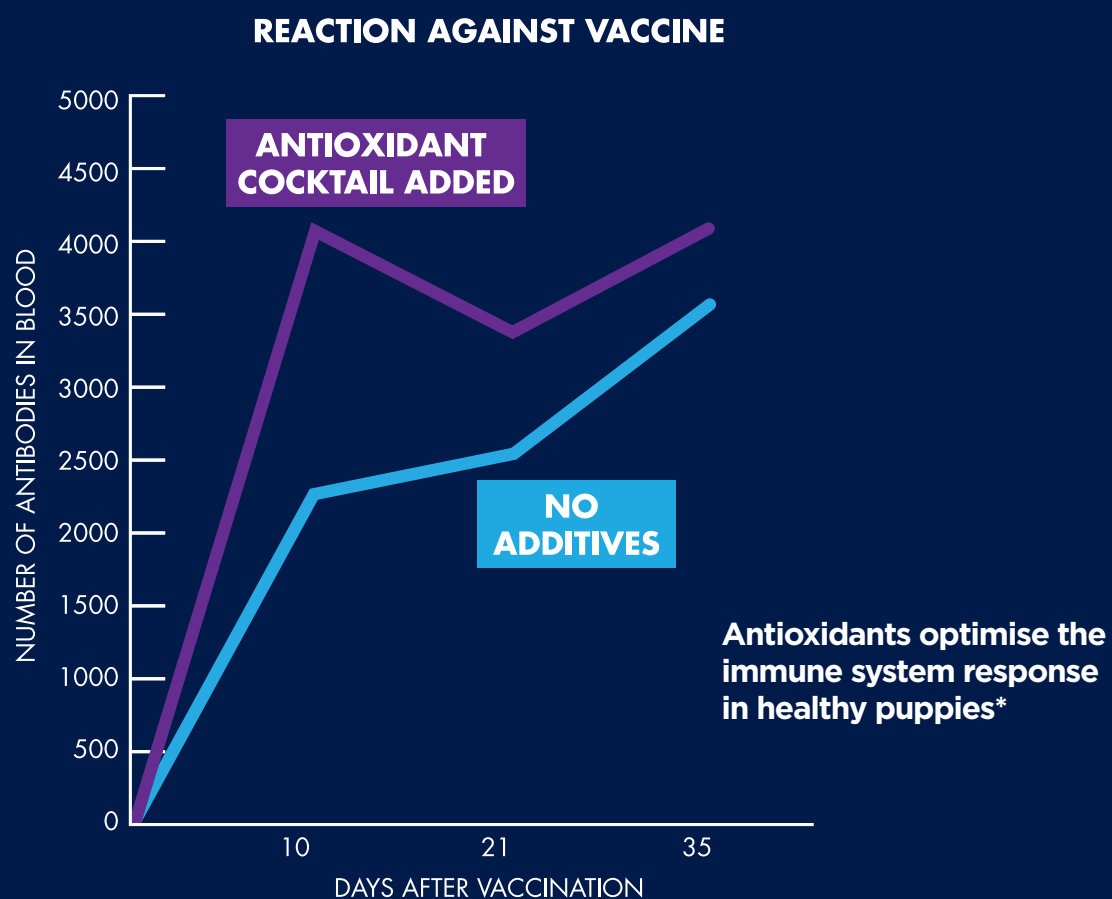
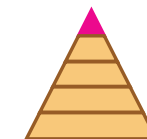
### DENTAL CARE



- > **80% of pets** will show signs of **dental disease** at approximately two years of age
- > Proper **dental care** can help **support a healthy active life**
- > **Eukanuba™** dry diets provide a **crunchy S shaped kibble** to scrape away deposits on the tooth
- > Kibble coated with **polyphosphates** can work in between meals to reduce tartar build up

# > THE ESSENTIAL INGREDIENTS

## IMMUNE HEALTH



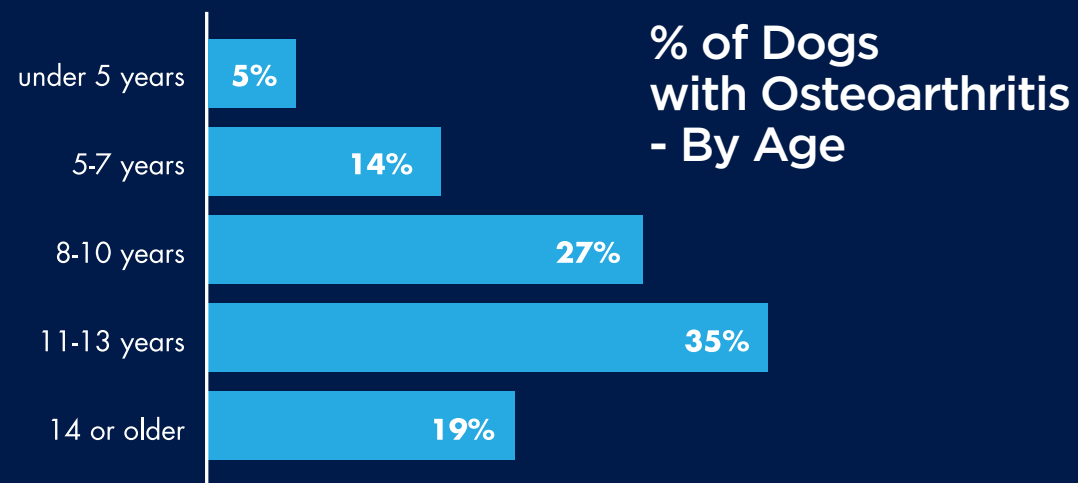
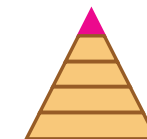
Formulas with enhanced antioxidants like vitamin E, beta carotene can:

- > Help **support the immune response** in dogs of all ages
- > Helps to **reduce oxidative stress** caused by free radical particles at the cellular level

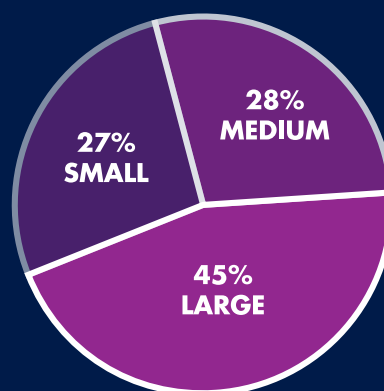
\*Smith BHE, Devlin P. Enhancing puppy immune response through diet. WALTHAM Focus. 2000; 10 (4):32-33.

# > THE ESSENTIAL INGREDIENTS

## BONE & JOINT CARE



**% of Dogs with Osteoarthritis - By Size**



Pfizer Animal Health, 1996

- > **Large and giant breed** dogs are prone to bone and **joint issues**
- > **Large breed puppies** need **lower calcium and phosphorous** for strong bone development

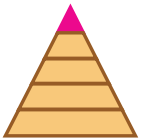


Dog rescued at 8 weeks of age. Fed a complete diet and calcium supplement

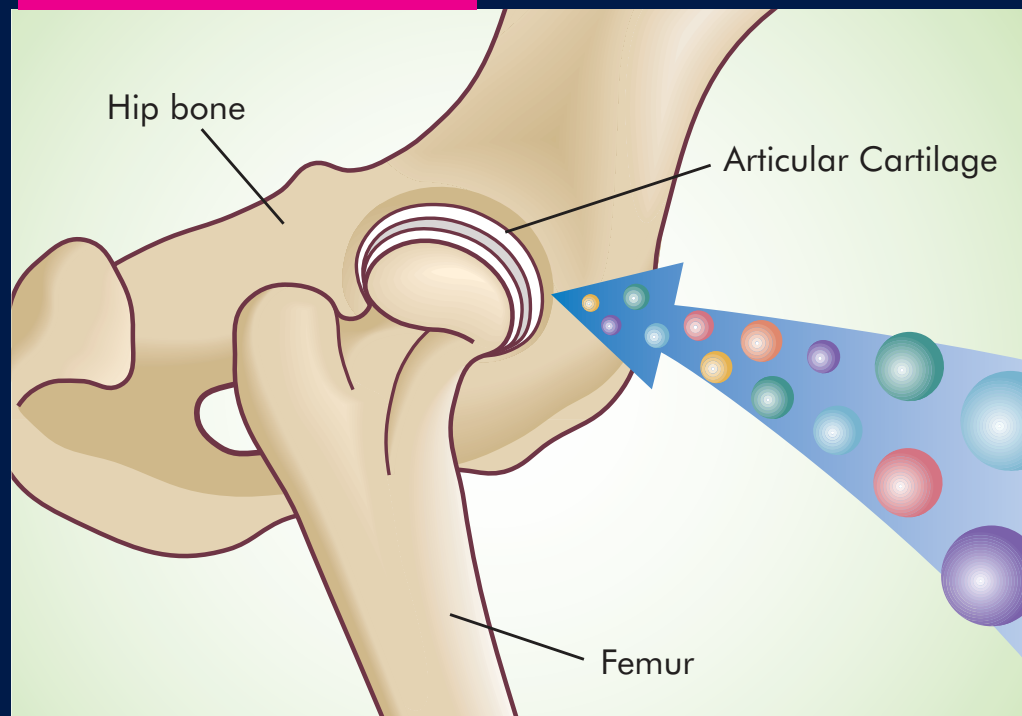
24 weeks of age. Taken off Ca supplement. Fed Eukanuba™ Puppy Large Breed Only

# > THE ESSENTIAL INGREDIENTS

## BONE & JOINT CARE



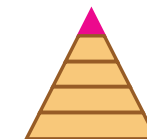
### Effect of Joint Nutrients



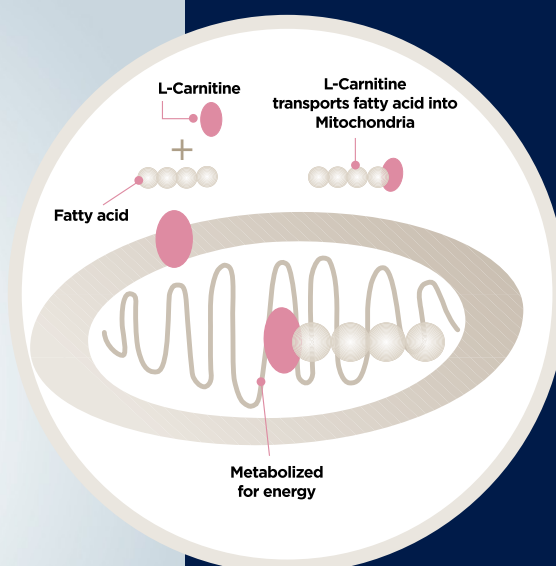
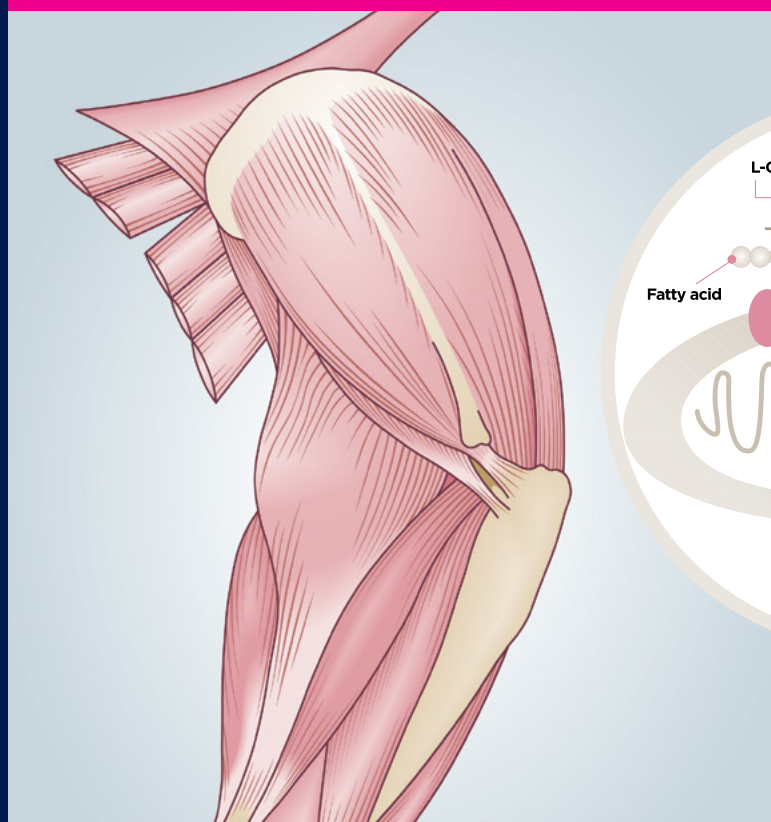
- > **Glucosamine and Chondroitin Sulphate** promote healthy joint **development** & minimise further wear and tear of joints in large breed and senior pets
- > **Omega-3** fatty acids in the appropriate ratio will also help **decrease** the degree of **inflammation in the joints**

# > THE ESSENTIAL INGREDIENTS

## WEIGHT CONTROL



### L-Carnitine promotes healthy lean muscle



L-Carnitine helps convert fat into useable energy

- > L-carnitine - **Amino acid derivative**
- > Works at **cellular** level by transporting fatty acids into mitochondria (the powerhouse of the cell)
- > L-carnitine combined with high quality animal proteins help to **facilitate the oxidation of fat and promote weight loss** in overweight pets while **maintaining lean muscle mass**

## > NUTRITION MADE TO ORDER



### Premium Nutrition Tailored in 5 Ways

1. Age
2. Size
3. Activity
4. Sensitivity
5. Breed



## > NUTRITION MADE TO ORDER



### 1. Age

**Eukanuba™** provides the ideal composition of proteins, fibre, fats and carbohydrates to suit the age of the pet

> **PUPPY**

> **ADULT**

> **SENIOR**

## > NUTRITION MADE TO ORDER



### 1. Age

#### > PUPPY

**Puppies have specific needs that MUST be met for proper development into adulthood:**

- Higher energy requirements (two to three times) for growth
- Additional nutrients for key systems that are developing (e.g. brain and immune system)
- Tailored nutrition and kibble size for breed differences in dogs

## > NUTRITION MADE TO ORDER



### 1. Age

#### > PUPPY

**Supplemented DHA is clinically proven to make a puppy smarter and more trainable:**

- Brain and nervous system are 60% fat
- DHA is the most abundant fat in the brain. Increasing DHA can improve brain development
- A smarter, more trainable puppy is more likely to adjust into the family home, resulting in fewer abandoned dogs

## > NUTRITION MADE TO ORDER



### 1. Age

#### > ADULT

**Balanced nutrition is critical at this stage to help an adult dog live a healthy life**

- Optimal nutrition
- Maintaining dental health
- Nourishing the skin and coat

# > NUTRITION MADE TO ORDER



## 1. Age

### > SENIOR

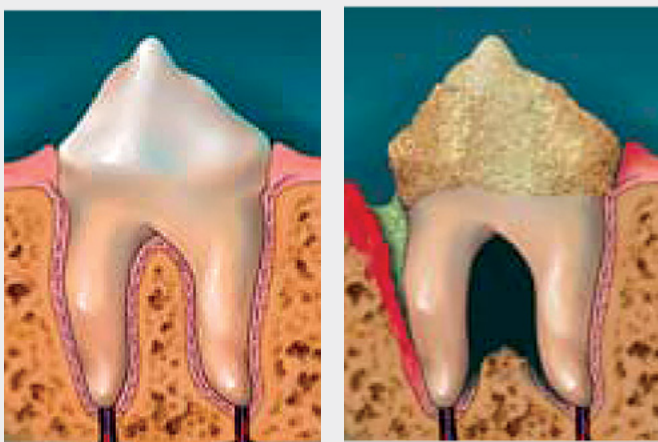
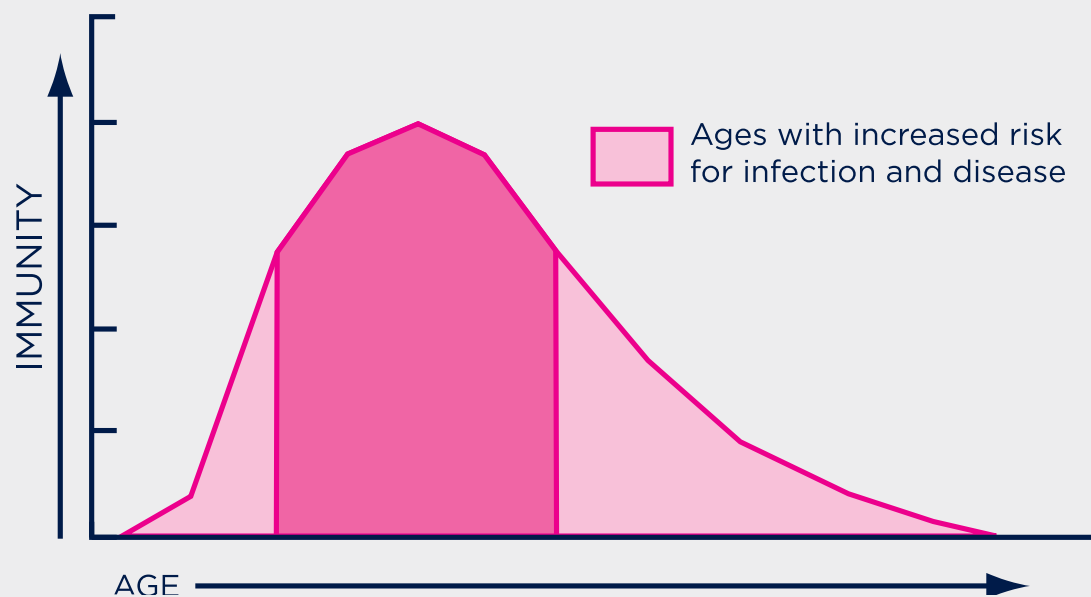
**As pets grow old they may:**

- Experience changes in weight
- Have reduced immune system protection
- Encounter trouble chewing some foods
- Become stiff, begin to limp or just appear less active

**Prevention is the key to a long and happy life. Start feeding as a senior before they start looking like one.**

|                          |                |
|--------------------------|----------------|
| <b>SMALL BREED DOGS</b>  | <b>7 YEARS</b> |
| <b>MEDIUM BREED DOGS</b> | <b>7 YEARS</b> |
| <b>LARGE BREED DOGS</b>  | <b>6 YEARS</b> |
| <b>GIANT BREED DOGS</b>  | <b>5 YEARS</b> |

# > NUTRITION MADE TO ORDER



**Tartar build up can lead to serious problems over time**

## 1. Age

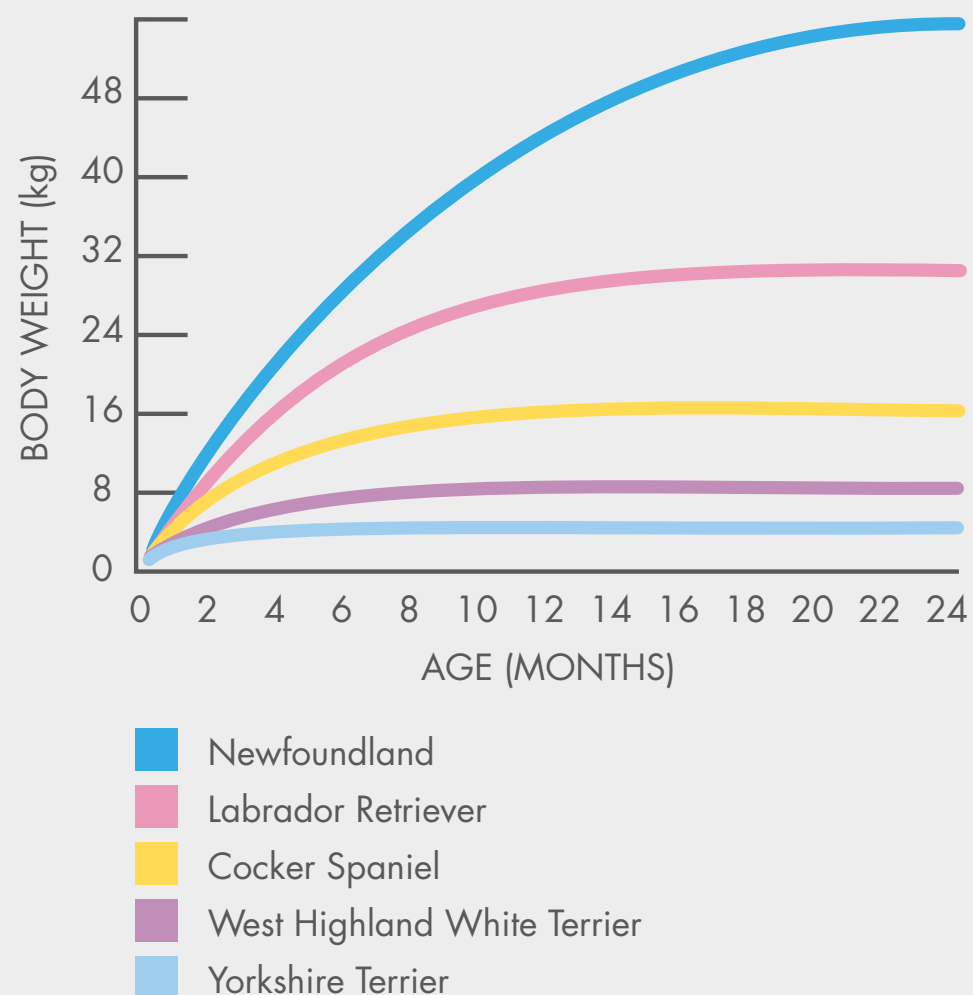
### > SENIOR

#### What happens when a pet ages?

- **Lean body composition changes.**  
**Pets lose lean muscle mass and gain body fat**
  - Increase animal protein level and decrease fat consumption
- **Immune system declines**
  - Guaranteed antioxidants support immune response and helps protect against disease and infection
- **Dental issues arise, difficulty chewing some foods**
  - Easy to chew kibble with calcium chelators for tartar reduction

# > NUTRITION MADE TO ORDER

GROWTH RATES OF PUPPIES



## 2. Size

Different sized dogs have different nutritional needs:

> **Energy (fats and protein)**

- Small breed puppies - higher amounts to match their higher metabolic rate

> **Calcium and Phosphorus:**

- Large breed puppies need lower levels for strong bone development

> **Small vs Large Mouth:**

- Kibble size is important especially for fussy small breeds

## > NUTRITION MADE TO ORDER

There are simple body observations to determine if your pet is overweight



**41%** of dogs are overweight

A little weight gain is a lot:  
**1kg for a dog = 8kg for us**



### 3. Activity

#### > WEIGHT CONTROL

Obesity comes with several risk factors:

- Diabetes
- Cardiavascular complications
- Osteoarthritis
- Reduced activity
- An ideal weight is essential for long term health

## > NUTRITION MADE TO ORDER



Retriever at start of Study  
BCS 4.5



Retriever after 6 months  
BCS 3

### WHAT TO LOOK FOR IN A WEIGHT LOSS DIET

| Features                 | Benefits                  |
|--------------------------|---------------------------|
| Low fat                  | Reduce calorie intake     |
| Optimal fibre            | Promote intestinal health |
| Tailored carbohydrate    | Sustained energy          |
| Vitamins and L-Carnitine | Assist in weight loss     |

## 3. Activity

### > WEIGHT CONTROL

**Ideal weight loss is 1-2% per week**

- In a 10kg dog this could be as little as 100g
- Ideal weight could take a few months
- How can you help a pet lose weight?
  - Exercise
  - Calorie controlled nutrition
  - Regular consultations with your veterinarian to monitor progress

**Puffed kibble is a great way to achieve weight loss.**

**Low caloric density and it looks like more in the bowl.**

## > NUTRITION MADE TO ORDER



### 3. Activity

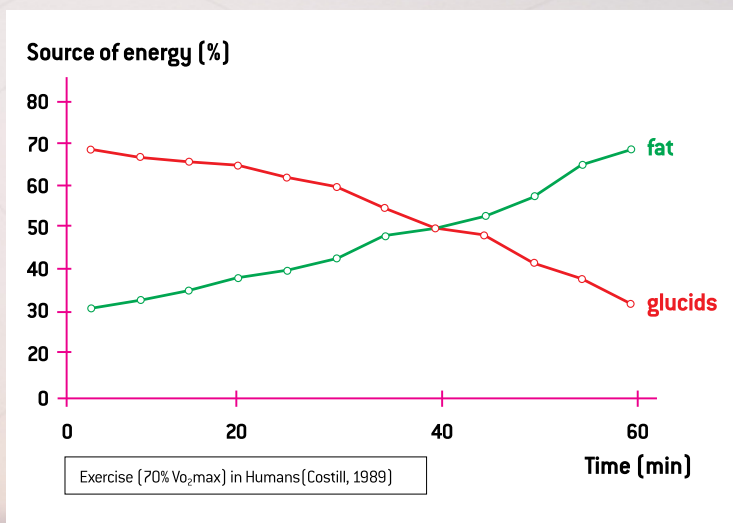
#### > PERFORMANCE

**Working dogs are athletes and their nutrition should be tailored accordingly:**

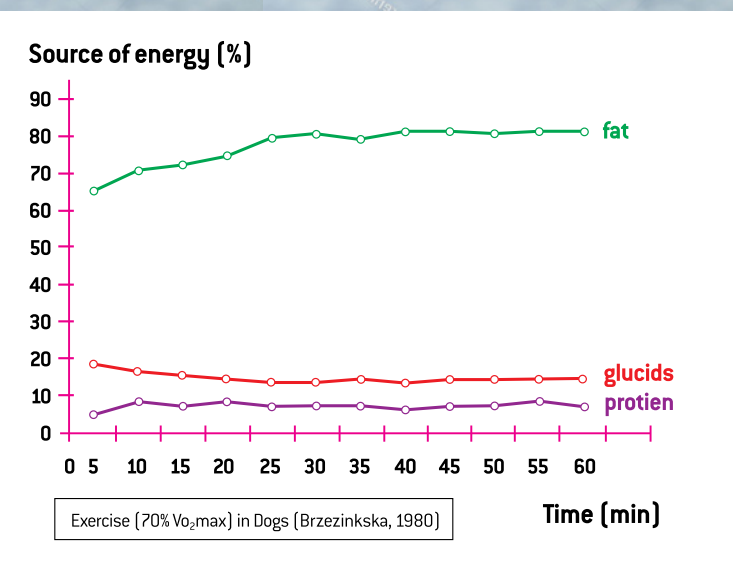
- High protein - to support rapid repair post injury
- High quality fat - for endurance
- Moderate carbs - for sprints
- Overall health support - to keep them working

# > NUTRITION MADE TO ORDER

## HUMANS



## DOGS



## 3. Activity

### > FUELS FOR ACTIVITY

**Although they need to be fed like athletes, their nutritional needs differ to those of humans.**

Muscles rely on available sources of energy to fuel metabolism, carbohydrates provide glucose for aerobic and anaerobic metabolism, with fats or protein fueling aerobic metabolism.

Initial bursts of energy for dogs are generally supplied by carbohydrates however the duration of this energy supply is short and often measured in seconds. Fat metabolism provides fuel for prolonged or endurance exercise.

## > WET FOOD



- > Wet food is often fed to improve a dog's enjoyment and to provide variety in feeding
- > Wet food is a strength of Grocery and drives frequency:
  - Penetration of households: SPT 12.6% vs. Grocery 59.4%\*
  - Wet sales: SPT <10% vs. Grocery 55%#

\*TNS Pet Population & Demographics Study # Nielsen Scan Data

## > TREATS



## Too much of a good thing

### When to use them

- > 97% of pet owners give their dogs treats
- > The most common reason is to express love and praise
- > 20% of pet owners admit to giving their pet the same treat they indulge in
- > Treats can be beneficial - training or rewards for good behavior
- > Should be used sparingly to avoid weight gain

A little treat is a big treat:  
1 bacon slice for a dog  
= 13 slices of bacon for us!

