

SPAY & NEUTER



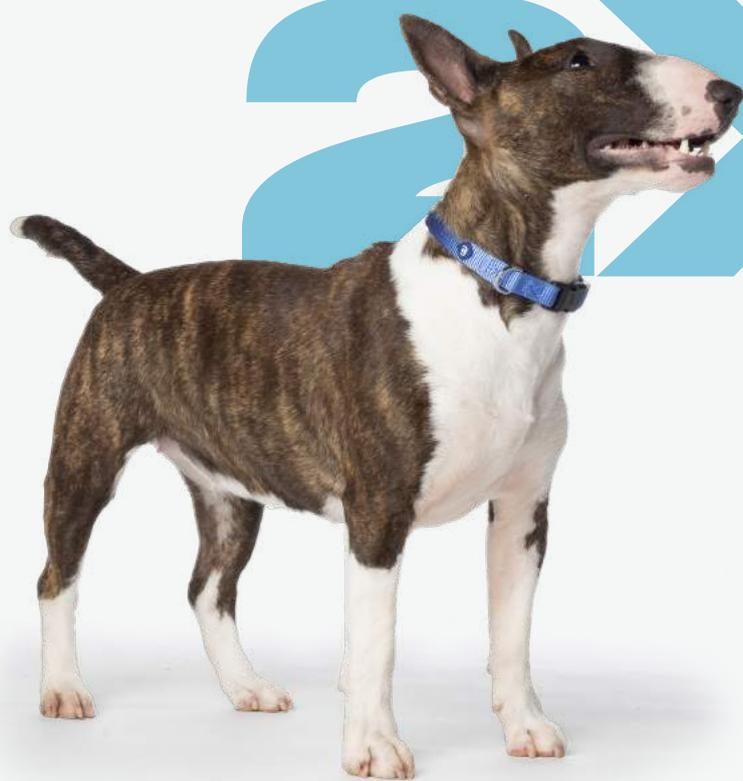
Would you really change their body
and not their diet?



VETERINARY
HPM[®]
PET NUTRITION

Virbac Shaping the future
of animal health

SPAYING & NEUTERING ARE TOP RISK FACTORS FOR WEIGHT GAIN IN DOGS & CATS¹



2X
THE RISK OF
BECOMING OBESE²



3X
THE RISK OF
BECOMING OBESE³

Today nearly 90% of our U.S. pet population is spayed or neutered.⁴

SPAYING & NEUTERING ALTER MORE THAN ANATOMY

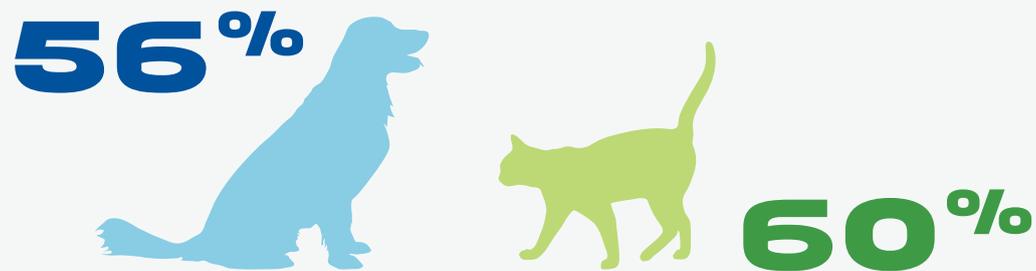
Metabolism slows, resulting in a lower daily energy requirement. Pets' altered bodies may need up to 30% fewer calories daily.⁵

Appetite is no longer suppressed by sex hormones and spontaneous food intake can increase by up to 60% daily.^{5,6}



BEING OVERWEIGHT OR OBESE CAN AFFECT QUALITY OF LIFE & LONGEVITY

ESTIMATED PERCENTAGE OF
OVERWEIGHT OR OBESE PETS IN THE US⁸



KNOWN HEALTH RISKS	DOGS	CATS
Increased risk/worsening of orthopedic disease	X	X
Decreased overall activity	X	—
Increased risk of insulin resistance, diabetes mellitus	X	X
Pulmonary dysfunction	X	X
Increased risk lower urinary tract disease signs	X	X
Hyperlipidemia	X	X
Increased risk of certain cancers	X	—
Decreased quality of life parameters (owner assessment)	X	—
Decreased life span	X	—

Adapted from Weeth LP. Other risks/possible benefits of obesity. *Vet Clin North Am Small Anim Pract.* 2016 Sep;46(5):843-53. Epub 2016 Jun 3. doi:10.1016/j.cvsm.2016.04.007

HOW POST-PROCEDURE CHANGES CAN AFFECT YOUR PATIENTS



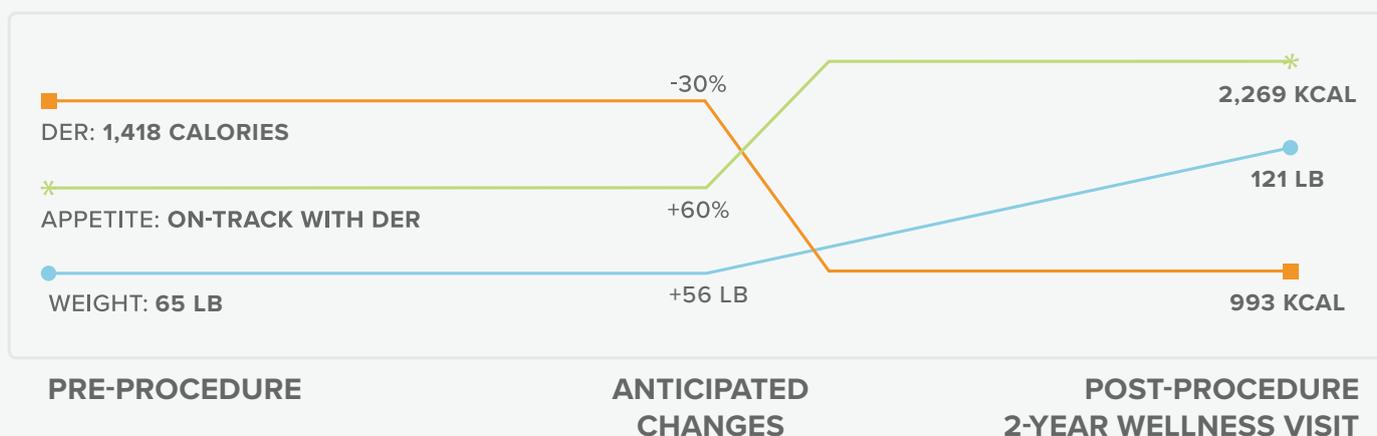
Meet Charlie:

- 18-month-old Golden Retriever
- Just neutered
- Weighs **65 lb** at time of neuter

Beginning as early as three days post-procedure, Charlie's:

- Metabolic rate **decreases by up to 30%**⁵
- Appetite **increases by up to 60%**⁵
- Charlie feels like he needs almost **2.5x his actual calorie needs**

■ DAILY ENERGY REQUIREMENT (DER) ● WEIGHT * APPETITE



Post-procedure, there is a **1,000+ calorie difference** between Charlie's daily energy requirement and the amount of calories he feels that he needs to eat.

If Charlie is permitted to eat as much as he wants, he could **gain up to 56 lb** by his second birthday.

Note: This is a case study based on published research. Each patient is unique, and post-procedure changes will vary.

HOW POST-PROCEDURE CHANGES CAN AFFECT YOUR PATIENTS



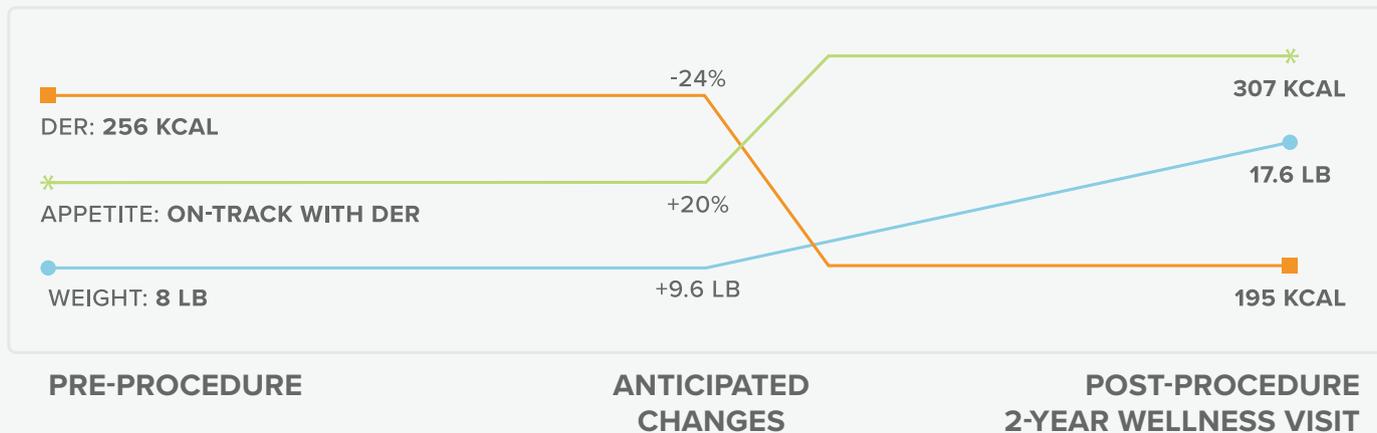
Meet Lucy:

- 12-month-old Domestic Short Hair
- Just spayed
- Weighs 8.0 lb at time of spay

Post-procedure, Lucy's:

- Metabolic rate **decreases 24%**⁷
- Appetite **increases 20%**⁶
- Lucy feels like she needs **1.5x her actual calorie needs**

■ DAILY ENERGY REQUIREMENT (DER) ● WEIGHT ✱ APPETITE



Post-procedure, there is a **100+ calorie difference** between Lucy's daily energy requirement and the amount of calories she feels the need to eat.

If permitted to eat as much as she wants, Lucy could **gain up to 9.6 lb** in the 12 months between spaying and her second birthday.

Note: This is a case study based on published research. Each patient is unique, and post-procedure changes will vary.

WHEN REDUCING CALORIES, IT MATTERS HOW WE DO IT

Traditional approaches to nutrition after spay and neuter are problematic.

1.

No change to diet post-procedure

PROBLEMS & RISKS

- Lower daily energy requirements than intact pets
- Increased risk of obesity compared with intact pets^{9,10}

2.

Feed less of current food

PROBLEMS & RISKS

- Inadequate volume of food to trigger satiety in a pet's brain^{11,12}
- Inadequate nutrients for puppy and kitten growth¹³

3.

Switch puppies and kittens to adult diets earlier

PROBLEMS & RISKS

- Inadequate nutrients for puppy and kitten growth¹³

4.

Switch pets to an adult weight management diet

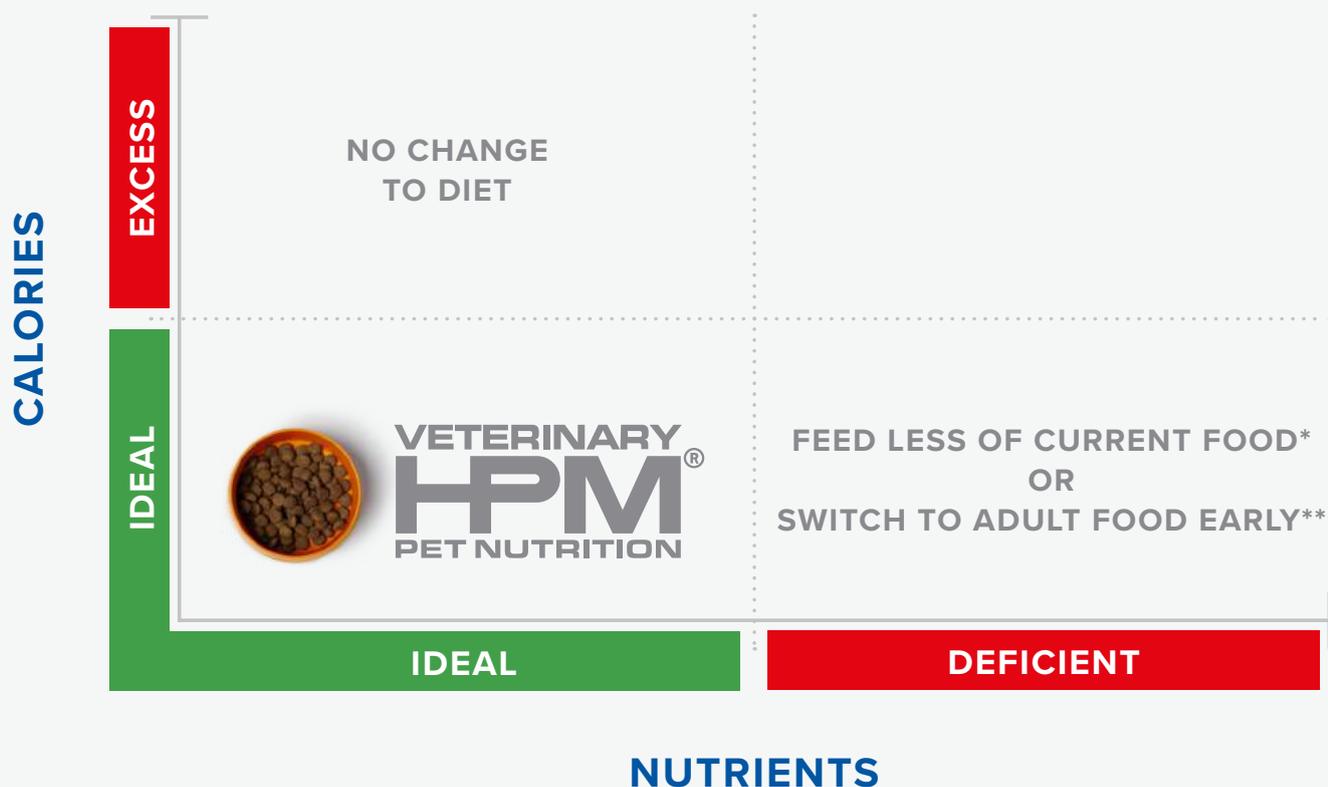
PROBLEMS & RISKS

- Wide variability of calorie content in weight management diets¹³
- Clients may select a higher calorie diet vs. current diet
- Inadequate nutrients for puppy and kitten growth¹³

**YOU SHOULDN'T HAVE TO CHOOSE
BETWEEN CALORIE RESTRICTION AND
ADEQUATE NUTRIENTS.**

A NEW WAY

When you feed less or switch to an adult diet earlier than necessary, you're not just restricting calories, you're also restricting nutrients. With **VETERINARY HPM®** Pet Nutrition you can provide the appropriate amount of nutrients, and the appropriate amount of calories.



CHOOSE A DIET WITH **HIGH PROTEIN**

to support lean body mass and increase energy expenditure¹³

HIGH FIBER

to aid in satiety and decrease caloric density¹³

SUFFICIENT VOLUME

to trigger gastric distension that releases hormones communicating to the brain that the pet is full^{11,12}

**Feeding less than manufacturer feeding guidelines will restrict calories, but also risks nutrient deficiencies*

***Growing pets require up to twice the amounts of certain essential amino acids, fatty acids, and minerals. Switching growing pets to adult food early risks nutrient deficiencies.*



VETERINARY HPM® PET NUTRITION

Tailor-made for spayed and neutered dogs and cats, with formulas specific to life stage and breed size.



WITH HIGH PROTEIN, HIGH FIBER AND A LOW CALORIC DENSITY, VETERINARY HPM® PET NUTRITION:

- Restricts calories **without restricting** nutrients
- Allows clients to **feed a larger volume** of food to support pet appetite control
- Can serve as an effective **soft weight loss strategy** for pets that are overweight

SUPPORTS:

- **Appetite control**
- **Healthy skin and coat**
- **Healthy metabolism**
- **Optimal weight**
(Adult Diets)
- **Healthy muscles**
- **Healthy growth**
(Junior Diets)
- **Healthy digestion**

BENEFITS OF VETERINARY HPM[®] PET NUTRITION IN YOUR CLINIC



FOR YOUR PATIENTS

- Provide an innovative product that fills an unmet need for today's pets
- Helps start the conversation about anticipated post-procedure changes, and provides a specialized solution
- Takes a proactive approach to weight management
- Can serve as a tool for soft weight-loss plans
- Delivery to the client's doorstep from iVet.com
- Brings the nutrition conversation back to the team most familiar with each patient's health history

FOR YOUR PRACTICE

- Detailed nutrient analysis data so you can feel confident in your recommendations
- Concise portfolio easily integrates into existing clinic protocols
- Specialized wellness nutrition for your spayed and neutered patients
- Veterinary-exclusive products available in-clinic or via iVet.com
- Competitive profit margins for all your clients' in-clinic and iVet.com purchases

CHANGE THEIR BODY, CHANGE THEIR DIET



VETERINARY HPM® Pet Nutrition

CAT

≤ 12 months **VETERINARY HPM® Spay & Neuter Junior Cat Food**

> 12 months **VETERINARY HPM® Spay & Neuter Adult Cat Food**

SMALL DOG (Expected Adult Weight Up to 22 pounds)

≤ 10 months **VETERINARY HPM® Spay & Neuter Small & Toy Junior Dog Food**

> 10 months **VETERINARY HPM® Spay & Neuter Small & Toy Adult Dog Food**

MEDIUM DOG (Expected Adult Weight 22-55 pounds)

≤ 12 months **VETERINARY HPM® Spay & Neuter Large & Medium Junior Dog Food**

> 12 months **VETERINARY HPM® Spay & Neuter Large & Medium Adult Dog Food**

LARGE DOG (Expected Adult Weight >55 pounds)

≤ 18 months **VETERINARY HPM® Spay & Neuter Large & Medium Junior Dog Food**

> 18 months **VETERINARY HPM® Spay & Neuter Large & Medium Adult Dog Food**

Register Your Clinic and Order Today:

1. Visit iVet.com
2. Click "For Veterinarians"
3. Complete the Registration Form
4. Check your inbox, you will receive an email with your username and password
5. Log in and complete your profile
6. You're ready to place your order

Questions or Feedback?

Please contact your Virbac representative or consumer care at 1-800-436-5909.

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