

✘ MYTH:

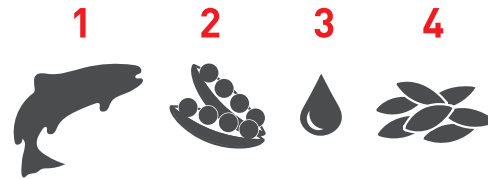
CORN AND PROTEIN BY-PRODUCTS ARE CHEAP FILLERS WITHOUT ANY REAL NUTRITIONAL VALUE.

✓ FACT:

CORN AND PROTEIN BY-PRODUCT ACTUALLY HAVE A LOT OF NUTRITIONAL VALUE.

Corn contains protein, carbs, fat, vitamins, minerals and fiber—all essential to a kitten's growth—plus nutrients like omega-6 to support healthy skin and coat. The corn in ROYAL CANIN® formulas is finely ground to optimize digestibility and make nutrients more available to growing kittens. And protein by-products are actually nutrient-dense vital organs. So nutrient-dense, in fact, that they have been described as the superfood of the animal world. The FDA's Center for Veterinary Medicine notes that the "protein quality of by-products is sometimes better than that from muscle meat."*

*William Burkholder, DVM, PhD, Pet Food Specialist, FDA Center for Veterinary Medicine



✘ MYTH:

THE FEWER INGREDIENTS A KITTEN FOOD HAS, THE BETTER IT IS.

✓ FACT:

A REDUCED NUMBER OF INGREDIENTS HAS NO NUTRITIONAL ADVANTAGE.

While it seems to make intuitive sense that simple foods are purer and therefore better, the truth is, kittens' bodies aren't supported by ingredients—they're supported by nutrients. Rather than limiting the number of ingredients to seem more natural, ROYAL CANIN® formulas focus on tailoring the nutrient profile of our formulas to match the unique nutritional needs of cats (based on their breed, age, lifestyle and sensitivities).

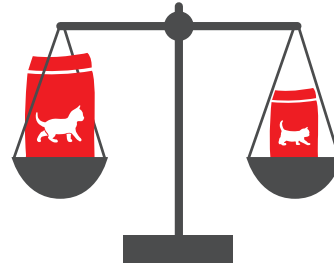
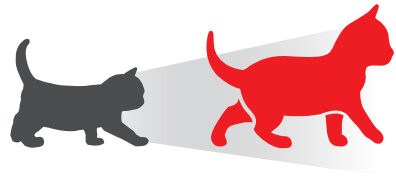


KITTEN NUTRITION MYTHS



MYTH vs FACT

Royal Canin supports the health of your kitten with a scientific understanding of her nutritional needs that's backed by over 50 years of research. Here's the clinical truth about pet nutrition topics that are often debated or misunderstood.



X MYTH:

ALL KITTENS NEED THE SAME NUTRITION.

✓ FACT:

THE NUTRITION KITTENS NEED DEPENDS ON THEIR DEVELOPMENTAL PROGRESS.

For example, from one to four months old, “baby cat” is a more accurate description than “kitten,” and baby cats have special nutritional considerations—especially related to immunity and weaning. The same is true for kittens who have been spayed or neutered because their metabolism changes and the potential impact could be excessive weight gain.

X MYTH:

KITTEN FOOD IS BASICALLY THE SAME AS ADULT CAT FOOD.

✓ FACT:

KITTENS REQUIRE SPECIALIZED NUTRITION.

Though adult and kitten diets have things in common, kittens have many needs that adult cats don't. ROYAL CANIN® KITTEN formulas are specially formulated to support kittens' developing immune systems, sensitive digestive systems, growing muscles and bones, and demanding energy needs.

