

X 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 puppy'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 bioavailable to growing puppies. 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



X MYTH:

THE FEWER INGREDIENTS A PUPPY 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, puppies' 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 dogs (based on their breed, size, age, lifestyle and other factors).

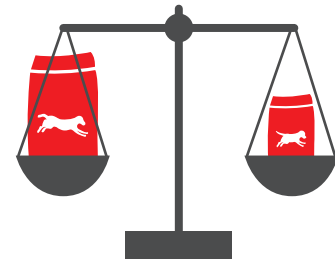


PUPPY NUTRITION MYTHS



MYTH vs FACT

Royal Canin supports the health of your puppy with a scientific understanding of his 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.



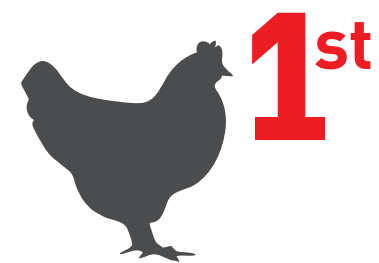
✗ MYTH:

PUPPY FOOD IS BASICALLY THE SAME AS ADULT DOG FOOD.

✓ FACT:

PUPPIES REQUIRE SPECIALIZED NUTRITION.

Though adult and puppy formulas have things in common, puppies have many needs that adult dogs don't. ROYAL CANIN® PUPPY formulas are specially formulated to support puppies' developing immune systems, sensitive digestive systems, growing muscles and bones, and demanding energy needs.



✗ MYTH:

ANIMAL PROTEIN SHOULD ALWAYS BE FIRST INGREDIENT.

✓ FACT:

NUTRIENTS MATTER MORE THAN INGREDIENTS.

Many ROYAL CANIN® formulas begin with animal protein, but not all. That's because the optimal nutrition for one breed or size of puppy isn't necessarily the optimal nutrition for another. Each formula we develop is guided by a deep understanding of nutritional science that lets us know the best way to nourish your puppy - and not by marketing trends.



✗ MYTH:

ALL PUPPIES NEED THE SAME NUTRITION.

✓ FACT:

THE NUTRITION PUPPIES NEED DEPENDS ON THEIR BREED, SIZE AND OTHER FACTORS.

At Royal Canin, we obsess over the details that make each dog unique. A puppy's breed and adult size both create unique nutritional requirements for their immediate development and long-term wellbeing. Rather than adopting a one-food-fits-all approach, our BREED HEALTH NUTRITION® and SIZE HEALTH NUTRITION™ formulas are tailored to provide the perfect combination of nutrients to help your puppy be his magnificent best.