

DIET

in a nutshell

- * Your pet's body is rebuilding tissues all the time.
- * Diet provides the vital "building blocks" for this repair.
- * What you feed your pet now builds next month's body.

*Quality feeding ADDS YEARS
to life expectancy
and dramatically reduces
medical problems*

**FOR A HEALTHY BODY
FEED THE BEST FOOD**

**The Veterinary Health Centre
Daisy St. Blackburn (01254) 53622
www.vet-healthcentre.co.uk**

Pet's Name

Weight

Date

Finding the best diet for your pet

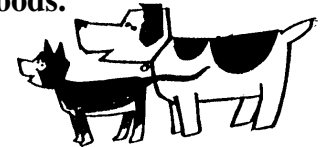
1. Use a top quality food :-

HILL'S SCIENCE PLAN

The high quality and ease of digestion of Hill's foods gives significantly better health than most other foods.

And this is what you'll notice first.....

- ✓ Regular, well-formed motions
...with less smell & less wind.
- ✓ Reduced volume of motion (less poop)
 - For dogs you'll have less motion to pick up.
 - For cats you'll spend less on cat litter.
- ✓ Gives an excellent coat...with less dandruff
...less hair shedding , and less coat matting.
- ✓ You'll save money!



Dry feeding is a third the cost of canned feeding.

2. Use the right food for your pet's needs

LIFE STAGE	SCIENCE PLAN	COST/DAY
Growing Up	HILL'S PUPPY / HILL'S KITTEN	
Healthy Adults Cats	NEUTERED CAT - Young Adult	
Healthy Adults Dogs	HILL'S ADULT / ADULT LIGHT	
Older Cats (over 7yrs)	NEUTERED CAT - Mature Adult	
Older Dogs (over 7yrs)	HILL'S J/D Reduced Calorie	
Overweight Cats/Dogs	HILL'S R/D	
Pregnancy	HILL'S PUPPY / HILL'S KITTEN	

DRY feeding helps keep the teeth and gums in good order, and is more economical.

CANNED FOOD - for fussy eaters we suggest part canned and part dry.

DIET REFUND :- IF YOU ARE NOT SATISFIED WITH ANY DIET WE SUPPLY, WE WILL REFUND THE VALUE OF ANY RETURNED

HOW TO FEED A FUSSY EATER!!! see inside

How to introduce your pet to a new food

GOODEATER

Always introduce a new food gradually over a 5 to 10 day period so as not to upset the digestive system. Underfeed for a few days at the start.

FUSSY EATER

- Store the new and old dry foods mixed together in the same bag. This allows the taste of the old food to cross over to the new.
- Don't fuss your pet if he doesn't eat the food you offer. If you do he will see it as a reward for NOT eating! Ignore him until he eats a little, then give him lots of praise for eating.
- Offer less food for a while to stimulate appetite.
- Moisten the dry food with water, wait 10 minutes then serve mixed with a small amount of your pet's original food.
- Warm the food a little (eg. in a microwave). New foods are accepted well if served at body heat - especially cats.

Changing your pet's feeding habits can take time - be firm, be persistent and you'll be successful.

REALLY FUSSY EATER

If your "fussy eater" has other behaviour problems ask about our behaviour therapy service.

Here you need to use a bit of psychology.....

1. Stay on your pet's normal food until stage 7
2. Prepare your pet's food out of sight of your pet and place the bowl on the floor without a word.
3. Walk away from the food and don't tell your pet it's there. Let him find it himself.
4. Don't talk to him about the food, don't watch him eat, don't comment on his eating, or his not eating. Ignore him in everything to do with food.
5. Feel good about ignoring him. This is important - your pet can read you like a book! Feel sorry for him and he'll know!
6. Give your pet as much affection as you like but not in connection with feeding.
7. One month later begin gradually to introduce the new food following instructions under "fussy eater".

You'll find he'll change food no problem!

In the wild no one will tell an animal to eat. If a dog pack makes a kill, the leader doesn't go round checking that they have all eaten! If you respond emotionally to your pet eating or not eating, your pet will play a power game of controlling your emotions. Some dogs will even refuse a favourite food so they can exercise control over their owner's actions.

JUST A FEW DON'TS

- ✗ Don't give milk.
- ✗ Don't give bones.
- ✗ Don't feed scraps or fresh meat.
- ✗ Don't feed any human food

TREATS - You can give a treat anytime! But it must be no bigger than the size of a pea.