

INCREDIBLE IN EVERY DETAIL





# THE KEY LEVERS TO SUCCESS



## **SHOW TIME**

Since our creation, we have forged very close links with breeders. This long established partnership has enabled us to understand your activity and to learn together. We know how much time and effort go into each exhibition.

This represents many years of work and experience for you... but also for us at ROYAL CANIN®. You are the experts in dogs and cats and our field of expertise is health nutrition. Together we can achieve great results!

**CARE & GROOMING** 



MAGNIFICENCE STARTS WITH HEALTHY HAIR

Having beautiful hair is not only a standard of beauty but also the sign of a healthy animal. In fact, hair plays an important role in protecting the animal against UV and as a thermal insulator.



# **GROOMING:** THE FINISHING TOUCH

Grooming is necessary for all cats and dogs but clearly is even more important for show cats and dogs. Indeed it is the primary way to eradicate dead hair, dead cells and impurities. It is also the key to promote hair growth and to prevent dandruff.

This is why you are particularly careful with the kind of brush and shampoo you specifically choose for your animal.

You also pay attention to the grooming frequency, which will depend on the breed of your cat or dog in order to avoid skin irritation or damaged hair.

BEAUTY OF SKIN & COAT

TRAINING / HANDLING

NUTRITION

**GENETIC SELECTION** 

ENVIRONMENT

DID YOU KNOW?

BODY CONDITION

## NURTURING HEALTH & BEAUTY

When we talk about beauty and health, nutrition is an important factor of the equation.

Discover in the following pages how precise nutrition can help reveal the magnificence of your animal.

# SHOW CATS HAVE SPECIFIC NEEDS

#### **BE PREPARED TO FACE ALL CHALLENGES**

Each show requires months of preparation for you and your animal. On show day it is essential to help your cat face the intense show environment, in order to have them at their best and to be able to fully enjoy the fruits of your labour.

#### **ENHANCE THEIR BEAUTY...**

Your cat's coat beauty reflects your expertise and work in breed selection, daily care, meticulous grooming and this is also a sign of their good health.

To enhance their magnificent coat, they need a dedicated diet.



## ...IN DIFFICULT ENVIRONMENTS

#### GET ON WELL WITH OTHER CATS

- Sensory
- Olfactory stimuli

RESPOND TO NOISE AND VISUAL STIMULATION

- Crowds
- Movement

ADAPT TO TRAVEL **AND NEW PLACES** 

- Being crated or in a cat carrier
- Event spaces

**ADAPT TO HUMANS** 

- Judge manipulations
- Visitors

A difficult environment is a component that could potentially ruin all your hard work and preparation if it is not well managed

Nutrition can play an important role in helping your cat manage the intense show environment.

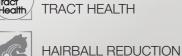


85% of breeders are completely satisfied with this new product\*.









#### RECOMMENDATION · For optimal « beauty hair » effect, start at least 2 months before the show date.

**FEEDING** 

My cat

• For « calm » effect, start at least 2 weeks before the show date.

# WHAT MAKES A CHAMPION

#### THE SHOW MUST GO ON

Each show represents an investment of years of work and effort. To achieve your objectives, you need to assist your dog in facing the challenges of a show.

## THEIR MAIN CHALLENGE TO PERFORM

the key to success and will also highlight your work and expertise. In fact, it is your know-how in breed selection and your daily work that makes a true champion.

Coat beauty is essential to compete at the highest level.

## **SOME KEY FACTORS FOR A HEALTHY COAT**

GENETIC

• Selection

• External parasite • Standards

**PROTEINS** 

CARE

elimination

• Shampoo

GROOMING

• Brush



In dogs as in cats, hair is composed of 95% protein. And both normal hair growth and skin renewal use around 30% of daily protein intake.



NUTRITION

• Proteins

DID YOU KNOW?



Coat beauty is a sign of a healthy pet and we know that healthy hair is related to healthy skin. Specific nutrients such as omega 3 and omega 6 fatty acids, vitamins, etc., help support the skin barrier role and overall skin health, thus helping dogs to have optimal coat condition.

of breeders think that their dog's coat looks better with this new food\*



Their skin and coat is fantastic ... It's such a noticeable difference, the results of which have been reflected in the show ring also.



**BREAKABLE KIBBLE** 





**DIGESTIVE** PERFORMANCE



HIGH PALATABILITY



DENTAL HEALTH Small Dog only)



BONE & JOINT Large Dog only)

## **FEEDING RECOMMENDATION**

suited to different

sized dogs.

For optimal « beauty hair » effect, start at least 2 months before the show date.

# SHOW THEIR HIGHEST PERFORMANCE

#### **RAISE A CHAMPION**

Each show represents an investment of years of work and effort. To achieve your objectives, you need to assist your dog face the challenges of a show.

## **REACH CHAMPIONSHIP**

Each dog has specific needs. Some breeds are muscular and will need to have muscle definition as stated in the breed standards.

#### GENETIC

- Selection
- Standards

#### DIET

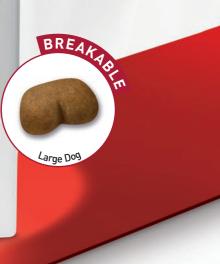
- Nutrients (proteins and L-carnitine)
- Rationing

#### TRAINING

• Regular physical activity









Taking into account the size of your dog and the morphology of their jaw.

**BREAKABLE KIBBLE** 



DIGESTIVE PERFORMANCE



**HEALTHY SKIN & COAT** 



## **FEEDING** RECOMMENDATION

level of activity. Indeed, sporting or working dogs' energy needs are higher than beauty show dogs.



**EDUC** 

or use one part of their daily ration as reward.



# LOGISTICAL INFORMATION

#### FELINOTECHNIC HEALTH NUTRITION



Beauty cat

Available in 8kg

PRICE		
£33.50	€43.00	
PRICE per kg		
£4.19	€5.38	

#### CYNOTECHNIC HEALTH NUTRITION



Beauty



SMALL

Available in 8kg

PRICE		
£28.50	€34.50	
PRICE per kg		
£3.56	€4.31	



#### Beauty



LARGE DOG

Available in 15kg

PRICE		
£42.50	€54.00	
PRICE per kg		
£2.83	€3.60	



# **Body** condition



LARGE DOG

Available in 15kg

PRICE		
£45.00	€57.00	
PRICE per kg		
£3.00	€3.80	



Crown Pet Foods Ltd - Oak Tree Meadow - Blackworthy Road - Castle Cary- Somerset- BA7 7PH For more information visit www.royalcanin.co.uk / www.royalcanin.ie