



INCREDIBLE IN EVERY DETAIL

SHOW PERFORMANCE



YOUR PARTNER TO SUCCESS

THE KEY LEVERS TO SUCCESS

SINCE 1968

ROYAL CANIN®, EXPERTS
IN HEALTH NUTRITION
SINCE 1968

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!



DID YOU KNOW?



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.



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.

EXPERT TIP



HELP THEM DEAL WITH INTENSE ENVIRONMENTS

- ↑ Get them used to being handled from an early age and by strangers.
- ↑ Provide a reassuring environment with a crate/cat carrier containing:
 - their own toys,
 - their own feeding bowl,
 - their favourite cushion etc.

“

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

”



“

My cat became much calmer and easy to show.

”



COAT BEAUTY & adapted to intense show conditions



DIGESTIVE PERFORMANCE



URINARY TRACT HEALTH



HAIRBALL REDUCTION

FEEDING RECOMMENDATION

- For optimal « beauty hair » effect, start at least **2 months** before the show date.
- 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 coat quality of your dog is 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
- Standards

CARE

- External parasite elimination

GROOMING

- Shampoo
- Brush

NUTRITION

- Proteins

DID YOU KNOW?

PROTEINS

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.



DID YOU KNOW?

HEALTHY SKIN: AN ESSENTIAL PARAMETER FOR HEALTHY HAIR

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.



“
82 %
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.”



COAT BEAUTY

- DIGESTIVE PERFORMANCE
- HIGH PALATABILITY
- DENTAL HEALTH (For Beauty Small Dog only)
- BONE & JOINT (For Beauty Large Dog only)

FEEDING RECOMMENDATION

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

*SOURCE Internal data - Professional network - Field evaluation on 11 small dogs.

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



EDUC

EXPERT TIP

- ↑ Be careful when giving rewards to avoid exceeding their daily energy requirements.
- ↑ To maintain their body condition whilst rewarding, you could use a low calorie supplement (like EDUC) or use one part of their daily ration as reward.



MUSCLE MASS CONDITION



DIGESTIVE PERFORMANCE



HEALTHY SKIN & COAT



BONE & JOINT SUPPORT

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

FEEDING RECOMMENDATION

Select the diet that is best suited to your dog's level of activity. Indeed, sporting or working dogs' energy needs are higher than beauty show dogs.

SINCE **1968**

DEDICATED SERVICES

ACCESS TO DEDICATED AND ADAPTED PRODUCTS

PUPPY OR KITTEN RECOMMENDATION PACKS FOR NEW PET OWNERS

LOYALTY POINT SCHEME FOR GIFT OR FREE PRODUCTS

ACCESS TO ROYAL CANIN'S BREEDER CLUB SCHEME

ACCESS TO DEDICATED ROYAL CANIN WEBSITE

PRACTICAL GUIDES

ACCESS TO DEDICATED BREEDING MANAGEMENT SUPPORT SOFTWARE



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

S SMALL
DOG

[Available in 8kg]

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



Beauty

L LARGE
DOG

[Available in 15kg]

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



Body
condition

L 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

or call UK **0845 300 5965** - Republic of Ireland **1890 882 356**

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