

# SPECIFIC™ YOUR PARTNER IN VETERINARY PET NUTRITION



Superior nutrition from the veterinary experts

## NUTRITION IN A VETERINARY ENVIRONMENT BRINGS MANY CHALLENGES

- Range size - limited storage space in the practice
- Owner/Animal acceptance - little time to communicate with owners the importance of palatability for compliance with a nutritional regime
- Nutrition with genuine health benefits - supporting the health of your clients' pets
- Support for veterinary practices - helping you compete with the retail environment



## WHAT IS SPECIFIC?

SPECIFIC is the canine and feline nutrition brand from Dechra Veterinary Products – the international specialist veterinary business with expertise spanning dermatology, endocrinology, cardiology, anaesthetics and analgesics and equine medicine.

SPECIFIC – a complete range of diets covering major life stage and therapeutic needs. Rich in marine sourced EPA and DHA omega-3 providing real health benefits and good owner and pet acceptance.



## MANAGEABLE RANGE

The compact SPECIFIC range provides diets for key life stage needs and for the support of most health conditions.



## NUTRITION WITH GENUINE HEALTH BENEFITS

High levels of fish providing a rich source of EPA and DHA omega-3 for the support of a wide range of conditions.

The very high digestibility of fish ensures efficient delivery of key nutrients.



## OWNER/ANIMAL ACCEPTANCE

High levels of fish in the diets provides good palatability and an easy to communicate and believable owner proposition.



## SUPPORTING VETERINARY PRACTICES

As a veterinary pharmaceutical business vets are not part of our business they are our business.

Reassurance of the efficacy and quality of products from a leading veterinary pharmaceutical business; veterinary customer service and sales support; and in-practice support materials.

