

S P E C I F I C
— MAKING A DIFFERENCE —



Eat good
Look good
Feel good


Dechra
Veterinary Products


SPECIFIC™



THE CIRCLE OF GOOD

Hypo-allergenic diets for healthy skin

Pets can suffer from a whole range of skin irritations and allergies that can make them miserable. That's why we've crafted a range of dermatological diets to get them feeling their best. So if any of the following symptoms seem familiar, SPECIFIC™ from Dechra could be what you need for a happy, healthy pet:

- Excessive skin licking
- Paw chewing
- Hair loss
- Dull coat
- Reddening of skin
- Ear infections

The key to skin they feel comfortable in

Good nutrition is the key to supporting underlying allergic conditions affecting your pet's skin and coat. With proper management through nutrition and care products, any skin irritations and allergies can be better supported.

The SPECIFIC™ range from Dechra offers specialised scientifically based therapeutic diets for cats and dogs to support skin function and health, maintain a balanced skin flora and for the management of underlying causes.

Dechra has an expertise in dermatology and can offer the benefits from the synergy between skin-related pharmaceuticals and care products to your pet.





Back to beautiful thanks to fish oils

We are the experts in fish oils. Our tradition and long-standing expertise working with fish oil fatty acids make SPECIFIC™ diets unique.

Many years of experience have taught us how to carefully handle and cook the delicate fish oils in order to preserve their beneficial qualities on:

- Healthy skin and shiny coat
- A strong immune system
- Health and mobility of joints
- Development of brain and vision
- Healthy kidney function

Sufficient supply of skin-supportive nutrients, especially fatty acids, is essential for the skin to maintain its structure and important barrier function because fatty acids from the food end up being built into the cells of the skin.

Our secret ingredient to pets looking their best

SPECIFIC™ has uniquely high levels of omega-3 fatty acids. The ones called EPA and DHA (omega-3) from fish oil and GLA (omega-6) from borage oil have been scientifically shown to support the immune response in the skin. In high levels, they support the skin condition of animals, leading to a shinier, glossier, healthier coat.

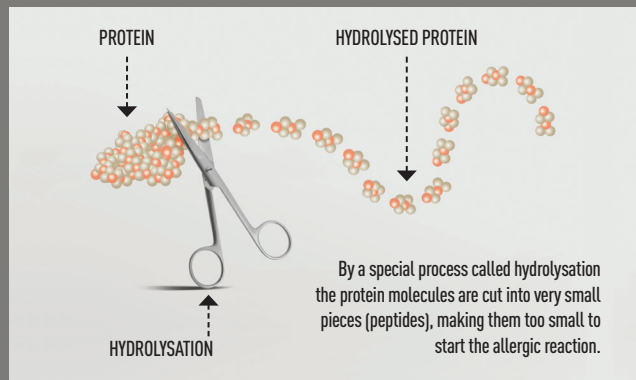




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Hydrolysed protein

Food allergy proteins pass through the stomach and start the allergic reaction by attaching to special cells in the immune system. The protein molecules need to be a certain size to do this. To help prevent this reaction SPECIFIC™ uses hydrolysed protein from salmon. Hydrolysis makes the protein molecules too small to start the allergic reaction.



SPECIFIC™

Change their diet UNLEASH their beauty

If your cat or dog suffers from atopy or flea allergy it may be impossible to avoid the allergens. Fortunately there is still a lot of help in choosing the right diet.

Certain fatty acids from animal and plant oils and also vitamins and minerals are known to support the skin and coat condition in cats and dogs.

Can your pets get THE look with other oils?

The simple answer is, no. Adding some fish or plant oil to your cat or dog's diet may make their coat look shinier, but in the case of allergy it is important to supply the right fatty acids in high amounts to get a beneficial effect.

And SPECIFIC™ diets are packed with omega-3 from fish oils and therefore deliver exactly what your pet needs.





THE CIRCLE OF GOOD

SPECIFIC™ diets make a difference all round

Our range contains a **high proportion of quality fish ingredients** that are **sustainably sourced**.

As part of SPECIFIC™'s drive towards sustainably sourced ingredients we make a contribution from our profits of up to 5% to good causes, demonstrating our desire to minimise the impact SPECIFIC™ has on the environment – the Circle of Good is our way of doing this.

Join the Circle of Good. You get back what you put in.



Get your pet on the path to beauty

In managing your pet's allergy it is important to treat both the underlying cause of their allergy but also to provide your pet's skin with a supply of skin-supporting nutrients. Dechra's range of shampoos, conditioners and wipes are available from your vet; they help to soothe and hydrate your pet's skin and provide a supply of vital nutrients to support a healthy skin and coat.

SPECIFIC™ offers a number of hypo-allergenic diets aimed at supporting best possible skin health to help alleviate symptoms caused by allergies.

Ask your vet about the best SPECIFIC™ diet for your pet.



CIRCLE *of* GOOD

To find out more about the Circle of Good visit our website at
www.specific-diets.com




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