













Here is a **simple guide** to tell you whether your **dog** is an **ideal weight** or whether they could **benefit** from losing a bit.

## GIVE THEM A STROKE AND SEE

With the palms of your hand **lightly stroke** your dog across their rib cage on either side – **can you feel their ribs?**

**Look at them from the above** and from the side. Which of the pictures best resembles your dog – **can you see a waist?** **If your dog has a thick coat** you may need to feel for the waist rather than just look.

**Some dog's natural body shape may make this guide harder to use.** Dogs like Whippets and Greyhounds naturally have a leaner shape, whilst breeds such as Staffies are naturally broader – **if in doubt ask your vet or vet nurse.**

No.1 <b>Malnourished</b>		
No.2 <b>Underweight</b>		
No.3 <b>Ideal</b>		
No.4 <b>Overweight</b>		
No.5 <b>Obese</b>		

If you think your dog is overweight then **talk to your vet** – they will design a **weight control programme** specifically suited for **your pet's individual needs.**

## BEING AN IDEAL WEIGHT WILL MAKE YOUR DOG HEALTHIER AND HAPPIER

**Excess weight** makes your dog less active, increases the risk of developing **joint problems, urinary problems, diabetes, heart problems** and many others.

## 4 STEPS TO IDEAL BODYWEIGHT

### 1. WEIGHT CHECK

Get your dog body condition **checked and weighed.**

### 2. PLANNING

**Work with your vet to decide a target weight;** to choose a **weight control food** and then calculate the **daily feeding amount** and exercise programme.

### 3. WEIGHT REDUCTION PHASE

Implement the feeding and exercise plan.

- **Measure out the food** so, if needed, you can easily and accurately adjust the amount.
- **Don't spoil** the good work with too many treats, especially human food.
- **Make sure everyone knows** what you are doing so they are not feeding more or over treating.
- **Be patient** – it's not going to happen overnight but if you stick with the plan your dog will lose weight and it will all be worth it with a happier healthy dog.

### 4. KEEP UP THE GOOD WORK

Weight gain doesn't happen overnight and **regularly checking your dog's body condition** using this body scoring system will help you **spot early signs of weight gain and deal with it.**



## SPECIFIC – DIETS DESIGNED FOR EASIER WEIGHT LOSS

**SPECIFIC** offers a range of diets designed specifically for **weight management** – highly palatable foods that **help your dog to lose weight** while still getting all the **nutrients they need** and not suffering hunger pangs.

### SPECIFIC CRD & CRW – Weight Reduction

A choice of wet and dry foods to help dogs lose weight

### SPECIFIC CRD – Weight Control

A dry food to help maintain ideal body weight in dogs prone to weight gain.

- **Low in calories and fat** and high in fibre and protein allowing full portions to be fed **letting your dog lose weight without feeling hungry.**
- **High protein causes the weight loss** to come from fat not lean body mass, **preserving muscle mass and increasing weight loss.**
- **Contains L carnitine** – a fat burning amino acid derivative.
- High levels of **Omega-3 fish oils** help maintain healthy coat, skin and joints.

