VETERINARY HPM®

CAT

ADVANCING HEALTH THROUGH NUTRITION

CHOOSING THE IDEAL NUTRITION FOR YOUR CAT



GLOBAL PREVENTIVE PROFILE

5 KEY HEALTH BENEFITS

Shaping the future of animal health

Virbac

NUTRITION IS ESSENTIAL FOR YOUR CAT'S HEALTH

WHY IS NUTRITION SO IMPORTANT FOR CATS?

Just like with humans, nutrition has a significant impact on a cat's health and well-being. The food you choose can make a real difference.

WHAT IS GOOD NUTRITION FOR CATS?

Cats have unique nutritional needs, relying primarily on protein and fat for energy, with most of their nutrients coming from animal sources[1].

Unfortunately, many commercial cat foods contain too little protein, too much starch and rely heavily on plant-based ingredients.

A balanced diet must also consider the lifestyle of today's cats. Many are less active or neutered, which increases the risk of weight gain if their nutrition isn't properly adjusted.

DID YOU KNOW ?

When neutering your cat, energy requirements decrease by **24 - 30%**, while appetite increases by **25%**[2]. It is therefore imperative to feed your neutered cat with a different food, **specially formulated** to help them **maintain or regain their ideal weight!**

1. Hewson Hughes *et al.* 2011 **2.** Kanchuk *et al.* 2003



VETERINARY HPM®: ADVANCING THEIR HEALTH THANKS TO NUTRITION

With over **50 years** of unwavering dedication to animal health, we understand that good nutrition is a cornerstone of pet wellness. Our **VETERINARY HPM®** nutrition range is trusted by thousands of cat and dog owners worldwide and recommended by the veterinary professionals who care for them. Every day, vets conduct nutritional assessments and recommend **VETERINARY HPM®** diets tailored to each pet's unique needs.

From weaning through to senior years, we offer carefully crafted nutritional solutions designed for every stage of your cat's life.

Our mission is to provide pets with **high-quality, science-backed nutrition** that makes a meaningful difference in their health and happiness.

VETERINARY HPM®

A DIFFERENT NUTRITIONAL BALANCE ADAPTED TO YOUR CAT'S NEEDS

All **VETERINARY HPM®** recipes are carefully formulated with a **low-carbohydrate, high-protein** balance perfectly tailored to meet the **nutritional needs of cats**.[1,2,3]

+27%
PROTEINS
with 90% animal protein

MORE OF WHAT'S IMPORTANT:
27% MORE PROTEIN

ON AVERAGE VERSUS FOOD SOLD IN VETERINARY CLINICS*

LESS OF WHAT'S NOT IMPORTANT:
38% LESS CARBOHYDRATES

-38%
CARBOHYDRATES

- **Promoting** lean mass and weight control
- **Preventing** the development of fat mass
- Multiple health benefits linked to **high animal protein**
- **Preventing digestive issues** linked to a high carbohydrate diet

** average difference to adult cat and dog diets of other top pet food brands in European veterinary clinics in 2024*

MORE OF WHAT'S IMPORTANT: PROTEIN

VETERINARY HPM® has one of the highest levels of animal protein content of any cat food on the market*, giving cats not just what they need but what they prefer.

LESS OF WHAT ISN'T IMPORTANT: CARBOHYDRATE

Formulated without maize, wheat or gluten, VETERINARY HPM® comes closest to the natural needs of carnivores, with 38% less carbohydrate than other premium cat foods.

A TASTE YOUR CAT WILL LOVE

Our cat recipes are not only good for their health, they also have a **great natural taste cats love**! That's why we guarantee your cat will be **fully satisfied with their new diet**.

PALATABILITY GUARANTEE

1. Nguyen *et al.* (2015). 2. Verbrugghe & Hesta (2017). 3. Vendramini *et al.* (2020).

ENHANCED BENEFITS FOR **HEALTHIER PETS**

Oral & Dental Health

Harmonious Growth

Optimal Weight

Mobility Support

Renal Health

Skin & Coat Health

Urinary Health

Immune Support

Hydration Support

Brain Development

High Digestive Tolerance

Improved Stools

Optimal Muscle Mass

Every bag of VETERINARY HPM® is specifically adapted to the unique nutritional needs of your cat, which changes based on their age and lifestyle. Our Global Preventive Profiles provide up to 14 health benefits by using a combination of high protein, low carbohydrate formulas and carefully chosen nutritional supplements.



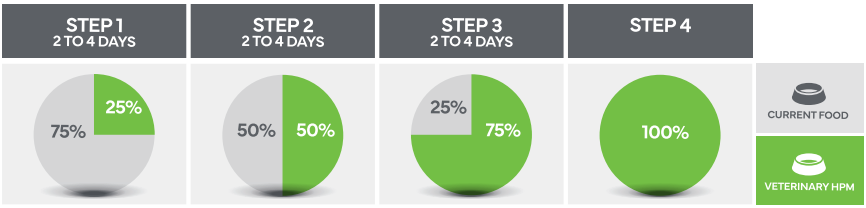
VETERINARY HPM®



SWITCHING TO VETERINARY HPM®: TIPS AND ADVICE

1 PERFORM A GRADUAL TRANSITION

For your cat to get used to their new diet, **you must introduce it gradually**, in **3 steps of 2 to 4 days each**, switching to the next step once **the digestive tolerance is normal.**



Digestive adaptation signs may be observed **during this transition phase.** These are totally normal, as the digestive system of your pet is getting used to its new nutrition.

2 THE PROTEIN CONTENT ENCOURAGES YOUR PET'S WATER INTAKE

Your cat needs water to stay healthy; at least **60ml/kg of their bodyweight per day**[1]. Due to VETERINARY HPM's® higher amount of protein your cat will naturally consume more water. **Make sure that one or more water sources are always available.**



3 THE VETERINARY HPM® RANGE IS VERY PALATABLE

Your cat may be eager to eat more, but please strictly follow the daily rations advised by your vet/vet nurse. These quantities perfectly cover the needs of your pet.



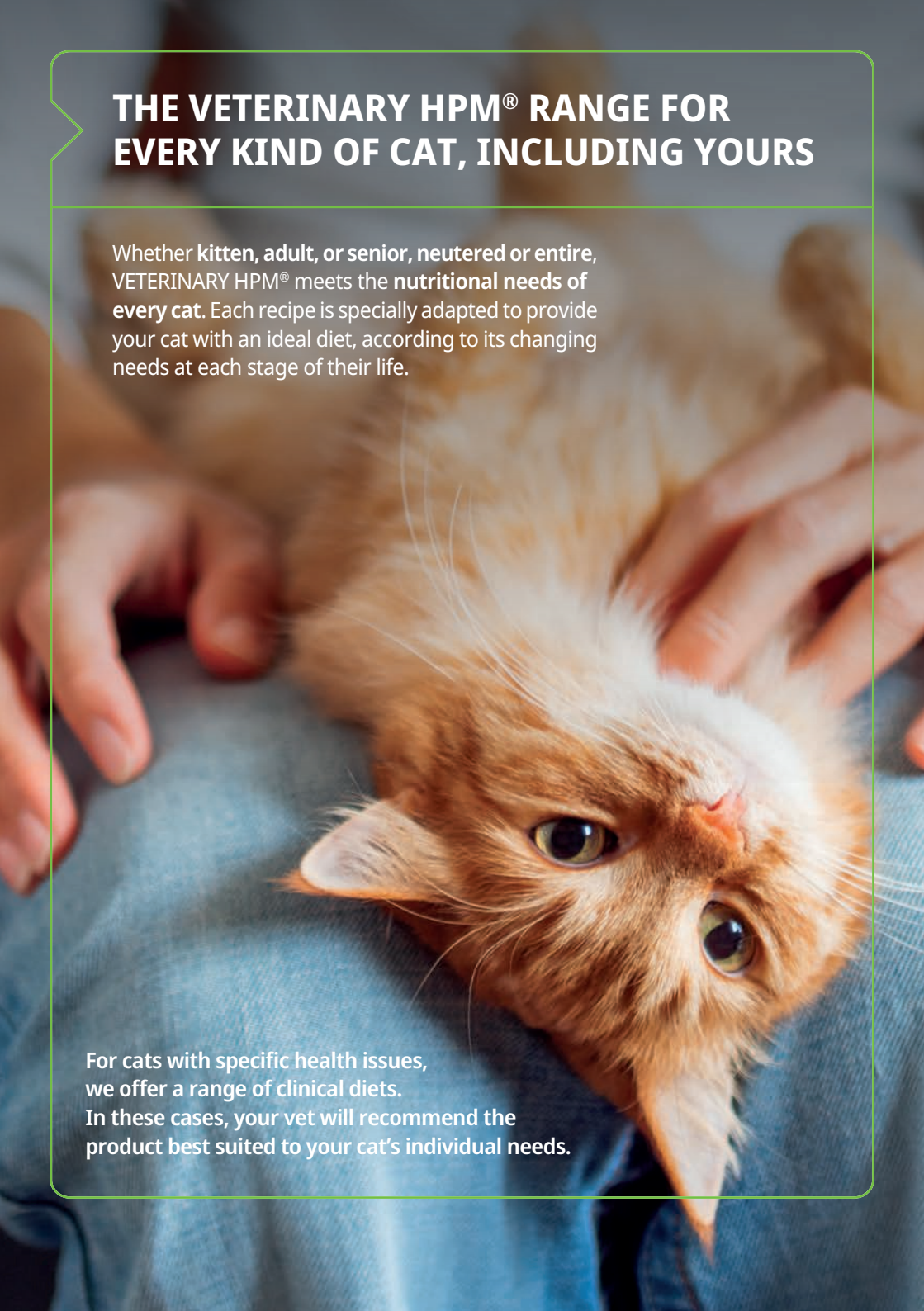
The nutrition of your cat is an important aspect of their health, ask your vet/vet nurse for nutritional advice.

[1] Amount of water consumption in combination of dry foods

VETERINARY HPM®

THE VETERINARY HPM® RANGE FOR EVERY KIND OF CAT, INCLUDING YOURS

Whether **kitten, adult, or senior, neutered or entire**, VETERINARY HPM® meets the **nutritional needs of every cat.** Each recipe is specially adapted to provide your cat with an ideal diet, according to its changing needs at each stage of their life.



For cats with specific health issues, we offer a range of clinical diets. In these cases, your vet will recommend the product best suited to your cat's individual needs.

KITTEN PRE NEUTERED



Ideally formulated to meet the **nutritional needs of pre neutered kittens from weaning up to 12 months**. Providing an **optimal balance of energy**, protein and essential minerals to help your growing kitten thrive. It also features a **range of functional ingredients** to support **healthy immune, digestive and brain development** during their rapid growth stage. Can also be used for **pregnant or lactating cats**.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	45%
OF ANIMAL ORIGIN	92%
LOW CARBOHYDRATE	17%

Global Preventive Profile

- Harmonious Growth
- Immune Support
- High Digestive Tolerance
- Skin & Coat Support
- Brain Development

Other Health claims: Urinary Health, Oral & Dental Health

AVAILABLE SIZES: 400 g, 1.5 kg, 3 kg

JUNIOR NEUTERED



Specially formulated to meet the nutritional requirements of a **growing cat after neutering**. Designed to **support their growth needs** while **controlling weight gain after neutering**.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	44%
OF ANIMAL ORIGIN	89%
LOW CARBOHYDRATE	20%

Global Preventive Profile

- Harmonious Growth
- Controlled Weight Gain
- Urinary Health
- Skin & Coat Support
- High Digestive Tolerance

AVAILABLE SIZES: 1.5 kg, 3 kg

ADULT NEUTERED



Expertly formulated to meet the **unique needs of neutered cats**. The **optimal nutrient balance** meets the **reduced energy needs** and **increased appetite of cats after neutering** to help with **weight control**. It can be fed on its own or combined with our **Adult Neutered Wet Chunks in Gravy.**

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	44%
OF ANIMAL ORIGIN	90%
LOW CARBOHYDRATE	20.5%

Global Preventive Profile

- Weight Control
- Urinary Health
- Skin & Coat Support
- Hairball Control
- Oral & Dental Health

Additional Health benefits: Renal Health, High Digestive Tolerance

AVAILABLE SIZES: 1.5 kg, 3 kg, 7 kg

ADULT NEUTERED & ENTIRE with salmon



Whether your cat is neutered or entire, this diet is ideally balanced to meet their nutritional needs. Its nutritional balance helps to promote a **healthy weight** and s**upports your adult cat's health and vitality**.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	44%
OF ANIMAL ORIGIN	89%
LOW CARBOHYDRATE	20%

Global Preventive Profile

- Optimal Weight
- Urinary Health
- Skin & Coat Support
- Hairball Control
- Oral & Dental Health

Additional Health benefits: Renal Health, High Digestive Tolerance

AVAILABLE SIZES: 1.5 kg, 3 kg, 7 kg

ADULT NEUTERED WET with salmon



This tasty wet food is expertly formulated to meet the **unique needs of neutered cats.** Our formulation promotes **urinary health, digestive tolerance** and supports **optimal weight.** Our diet is **highly palatable** with it's tasty salmon flavour, whilst **naturally promoting hydration.** It can be fed alone or combined with any of our **Adult dry diets.**

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	11.5%
OF ANIMAL ORIGIN	88%
LOW CARBOHYDRATE	2.4%

Global Preventive Profile

- Weight Control
- Urinary Health
- Hydration Support
- High Digestive Tolerance
- Skin & Coat Support

AVAILABLE SIZES: 12 x 85g pouches, chunks in gravy

SENIOR NEUTERED



Expertly formulated for **neutered cats over 10 years old** to provide them with the **energy requirements and nutrients** they need. Helps to **support your cat's mobility** whilst promoting **joint, kidney, urinary and skin health** to keep them thriving throughout their golden years.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	38%
OF ANIMAL ORIGIN	88%
LOW CARBOHYDRATE	22.5%

Global Preventive Profile

- Vitality and Mobility Support
- Renal Health
- Urinary Health
- Hairball Control
- Oral & Dental Health

Additional Health benefits: Weight Control, High Digestive Tolerance, Skin & Coat Support

AVAILABLE SIZES: 1.5 kg, 3 kg, 7 kg

VETERINARY HPM®

Order online with delivery to your door at uk.virbac.com

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Shaping the future of animal health

Virbac