VETERINARY HPM®

DOG

ADVANCING HEALTH THROUGH NUTRITION

CHOOSING THE IDEAL NUTRITION FOR YOUR DOG



GLOBAL PREVENTIVE PROFILE

5 KEY HEALTH BENEFITS

Shaping the future of animal health

Virbac

NUTRITION IS ESSENTIAL FOR YOUR DOG'S HEALTH

WHY IS NUTRITION SO IMPORTANT FOR DOGS?

Just like with humans, **nutrition** plays a key role in a dog's health and well-being. The food you choose can make a real difference.

WHAT IS GOOD NUTRITION FOR DOGS?

Dogs 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 dog foods contain too little protein and too much starch, often relying heavily on plant-based ingredients.

A balanced diet must also take into account the lifestyle of today's dogs. 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 dog, energy requirements decrease by **30%,** while appetite increases by **60%**[2]. It is therefore imperative to feed your neutered dog with a different food, **specially formulated** to help them **maintain or regain their ideal weight!**

1. Hewson-Hughes *et al.* 2013 **2.** Jeusette *et al.* 2006



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 dog'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 DOG'S NEEDS

All **VETERINARY HPM®** recipes are carefully formulated with a **low-carbohydrate, high-protein balance** perfectly tailored to meet the **nutritional needs of dogs**[123].

+39%
PROTEINS
with 90% animal protein

MORE OF WHAT'S IMPORTANT:
39% MORE PROTEIN

ON AVERAGE VERSUS FOOD SOLD IN VETERINARY CLINICS*

38% LESS CARBOHYDRATES

-38%
CARBOHYDRATES

- **Promoting** lean mass and weight control
- **Reducing** the development of fat mass
- Multiple health benefits linked to **high animal protein**
- **Reducing 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 dog food on the market*, giving dogs 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 40% less carbohydrate than other premium dog foods.

A TASTE YOUR DOG WILL LOVE

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

PALATABILITY GUARANTEE

1. Goudez *et al.* 2011, 2. Nguyen *et al.* 2015, 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 dog, 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.



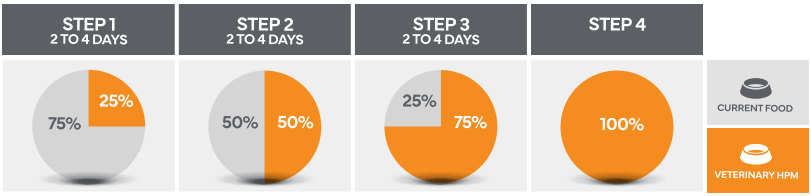
VETERINARY HPM®



SWITCHING TO VETERINARY HPM®: TIPS AND ADVICE

1 PERFORM A GRADUAL TRANSITION

For your dog 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 dog needs water to stay healthy; at least 50-70ml/kg of their bodyweight per day*. Due to VETERINARY HPM's® higher amount of protein your dog 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 dog 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 dog 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 DOG, INCLUDING YOURS

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



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

SMALL & TOY DOG





10 MONTHS

10 YEARS (Small)
12 YEARS (Toy)

PUPPY > ADULT > SENIOR

› Designed to meet the specific needs and health issues of small and toy dogs (<10 kg adult weight). Smaller kibble size, high palatability, supports oral and dental health.

LARGE &MEDIUM DOG






6 MONTHS (Medium)
7 MONTHS (Large)

1 YEAR (Medium)
1.5 YEARS (Large)

8 YEARS (Medium)
6 YEARS (Large)

PUPPY > JUNIOR > ADULT > SENIOR

› Designed to meet the needs of medium and large breeds (>10 kg).
Supports optimal weight and healthy joints. It includes specific Junior products according to breed size, as well as a product dedicated to dogs with digestive sensitivity.

NEUTERED DOG

SMALL & TOY




10 YEARS (Small)
12 YEARS (Toy)

LARGE & MEDIUM





8 YEARS (Medium)
6 YEARS (Large)

ADULT > SENIOR

ADULT > SENIOR

› Promotes satiety and reduces the risk of weight gain in neutered dogs, taking into account the metabolic changes after neutering. It includes a product dedicated to dogs with digestive sensitivity.

THE VETERINARY HPM® RANGE FOR SMALL AND TOY DOGS (<10 KG ADULT WEIGHT)

Our Small & Toy range features a smaller kibble size tailored for smaller mouths, with recipes to target their main health concerns—including maintaining a healthy weight, dental care and skin & coat health. Plus, since small dogs can be picky eaters, our diets are crafted with flavours they love!



10 MONTHS



10 YEARS (Small)
12 YEARS (Toy)



PUPPY › ADULT › SENIOR

VETERINARY HPM® PUPPY SMALL & TOY



Provides all the energy, protein and balanced minerals they need for healthy growth and development. It also includes a range of functional ingredients to support immunity, digestive health and brain development during the growth stage.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	35%
OF ANIMAL ORIGIN	89%
LOW CARBOHYDRATE	23.5%

Global Preventive Profile

- Harmonious Growth
- Immune Support
- High Digestive Tolerance
- Oral & Dental Health
- Brain Development

Additional Health Benefits :
Skin & Coat Support

AVAILABLE SIZES: 1.5 kg, 3 kg

ADULT SMALL & TOY



Provides an ideal nutritional balance with high levels of animal protein and a low carbohydrate content to help your dog stay fit and healthy, whilst preventing excess weight gain. Specifically formulated to support oral and dental health with *Ascophyllum nodosum*, promote digestive comfort through a special blend of prebiotics and probiotics, and maintain skin and coat health with the right balance of fatty acids.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	34%
OF ANIMAL ORIGIN	85%
LOW CARBOHYDRATE	27.5%

Global Preventive Profile

- Optimal Weight
- Optimal Muscle Mass
- Oral & Dental Health
- Skin & Coat Support
- Urinary Health

Additional Health Benefits :
High Digestive Tolerance, Renal Health

AVAILABLE SIZES: 1.5 kg, 3 kg, 7 kg

SENIOR SMALL & TOY



Designed to help your aging small and toy dog stay fit and healthy throughout their golden years. Specifically formulated to maintain ideal weight and muscle mass, support oral and dental health with *Ascophyllum nodosum*, promote kidney health through reduced phosphorus content and support the skin and coat with a balanced blend of fatty acids.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	32%
OF ANIMAL ORIGIN	87%
LOW CARBOHYDRATE	29%

Global Preventive Profile

- Weight Control
- Oral & Dental Health
- Renal Health
- Skin & Coat Support
- Mobility Support

Additional Health Benefits :
High Digestive Tolerance, Urinary Health

AVAILABLE SIZES: 1.5 kg, 3 kg, 7 kg

THE VETERINARY® HPM RANGE FOR LARGE AND MEDIUM DOGS (>10 KG ADULT WEIGHT)

Proper nutrition is essential for the health of large and medium dogs. Their growth phase, which is longer than that of smaller breeds, is critical for building a strong foundation and includes two distinct stages. That's why our range offers three products specifically dedicated to growth. During the adult and senior stages, special focus is placed on weight management, mobility support and digestive comfort.



6 MONTHS (Medium)
7 MONTHS (Large)





1 YEAR (Medium)
1.5 YEARS (Large)



8 YEARS (Medium)
6 YEARS (Large)



PUPPY > JUNIOR > ADULT > SENIOR

VETERINARY HPM PUPPY LARGE & MEDIUM



A diet specially formulated for puppies from weaning to 6-7 months, providing high energy, protein, and balanced calcium and phosphorus for healthy growth. Its low-carb formula, with prebiotics and probiotics, supports digestive tolerance, whilst beta-glucans boost immunity and DHA aids brain development. Also suitable for pregnant or lactating bitches.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	35%
OF ANIMAL ORIGIN	90%
LOW CARBOHYDRATE	23.5%

Global Preventive Profile

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

AVAILABLE SIZES: 3 kg, 7 kg, 12 kg

JUNIOR MEDIUM



A diet specially designed for medium breed puppies in their second growth phase (6 to 12 months). With balanced energy and high protein levels, it supports healthy muscle and skeletal development whilst helping to control weight gain. The low-carb formula, enriched with prebiotics and probiotics, promotes optimal digestive tolerance.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	35%
OF ANIMAL ORIGIN	90%
LOW CARBOHYDRATE	25%

Global Preventive Profile

- Harmonious Growth
- Control Weight Gain
- Muscle Development
- Healthy joint Growth
- High Digestive Tolerance

Additional Health Benefits :
Skin & Coat Support, Urinary Health

AVAILABLE SIZES: 3 kg, 12 kg

JUNIOR LARGE



A diet specially formulated for large breed puppies in their second growth phase (7 to 18 months). With balanced energy and high protein levels, it supports controlled weight gain and muscle development. Natural chondroitin sulfate and glucosamine help maintain joint flexibility, while the low-carb formula with prebiotics and probiotics promotes optimal digestive tolerance.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	35%
OF ANIMAL ORIGIN	87%
LOW CARBOHYDRATE	28%

Global Preventive Profile

- Harmonious Growth
- Control Weight Gain
- Healthy joint Growth
- Muscle Development
- High Digestive Tolerance

Additional Health Benefits :
Skin & Coat Support

AVAILABLE SIZES: 3 kg, 12 kg

ADULT LARGE & MEDIUM



Designed to provide medium and large breed adult dogs with the nutrition they need to stay fit and healthy. Its low-carb, high-protein formula helps maintain an optimal body weight whilst supporting strong muscles and mobility. Natural chondroitin sulfate and glucosamine promote joint flexibility. Additionally, prebiotics and probiotics support digestive health, and high-quality animal protein combined with a balanced blend of omega-6 and omega-3 fatty acids supports skin and coat health.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	34%
OF ANIMAL ORIGIN	85%
LOW CARBOHYDRATE	27.5%

Global Preventive Profile

- Optimal Weight
- Optimal Muscle Mass
- Mobility Support
- High Digestive Tolerance
- Skin & Coat Support

Additional Health Benefits :
Urinary Health

AVAILABLE SIZES: 3 kg, 7 kg, 12 kg

SENIOR LARGE & MEDIUM



Designed to help your aging dog stay fit and healthy throughout their golden years. Specifically formulated to manage weight and support mobility, it combines high protein with targeted ingredients like hyaluronic acid and eggshell membrane. Reduced phosphorus levels help preserve kidney function, while prebiotics, probiotics, psyllium fibre and bentonite promote a healthy digestive system.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	32%
OF ANIMAL ORIGIN	87%
LOW CARBOHYDRATE	29%

Global Preventive Profile

- Weight Control
- Mobility Support
- Muscle Support
- Renal Health
- High Digestive Tolerance

Additional Health Benefits :
Skin & Coat Support, Urinary Health

AVAILABLE SIZES: 3 kg, 12 kg



THE VETERINARY® HPM RANGE FOR NEUTERED DOGS

Neutering significantly affects metabolism by increasing appetite and lowering energy needs, which raises the risk of your dog becoming overweight if nutrition isn't adjusted. That's why we've developed a complete range dedicated to neutered dogs of all breeds at adult and senior stages. It focuses on preventing weight gain through controlled energy intake, a high-protein, low-carbohydrate balance and a high fibre content to help your dog feel full and satisfied.



VETERINARY HPM ADULT NEUTERED SMALL & TOY



Designed to avoid weight gain related to neutering. With a lower energy density, high animal protein, low carbohydrate and high fibre content, your dog will be **fit and healthy whilst feeling full**! Formulated to take care of **oral & dental health** thanks to *ascophyllum nodosum*, **skin and coat health** thanks to high animal protein content and the right balance of fatty acids.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	34%
OF ANIMAL ORIGIN	86%
LOW CARBOHYDRATE	25.5%

Global Preventive Profile

- Weight & Satiety Control
- Optimal Muscle Mass
- Oral & Dental Health
- Skin & Coat Support
- Urinary Health

Additional Health Benefits :
High Digestive Tolerance

AVAILABLE SIZES: 1.5 kg, 3 kg, 7 kg

SENIOR NEUTERED SMALL & TOY



Specifically formulated to meet the need of aging neutered small and toy breed dogs. Its lower energy density, high animal protein, low carbohydrate and high fibre content together with selected functional ingredients such as hyaluronic acid and egg shell membrane will help your dog stay fit, active and healthy! Also supports **oral & dental health** thanks to *ascophyllum nodosum*, **healthy urinary and kidney function, skin and coat health** thanks to high animal protein content and the right balance of fatty acids.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	32%
OF ANIMAL ORIGIN	87%
LOW CARBOHYDRATE	30%

Global Preventive Profile

- Weight & Satiety Control
- Optimal Muscle Mass
- Oral & Dental Health
- Renal Health
- Mobility Support

Additional Health Benefits :
Skin & Coat Support, High Digestive Tolerance and Urinary Health

AVAILABLE SIZES: 1.5 kg, 3 kg, 7 kg

ADULT NEUTERED LARGE & MEDIUM



Specifically designed for **neutered adult medium and large breeds** to keep them **fit and healthy after neutering**. Its low carb, high protein formula with a reduced energy density helps them maintain an **optimal body weight**. The addition of **L-carnitine** aids in metabolising fat **to prevent excess tissue buildup** and the high level of animal protein and fibre helps **achieve satiety**.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	34%
OF ANIMAL ORIGIN	86%
LOW CARBOHYDRATE	25.5%

Global Preventive Profile

- Weight & Satiety Control
- Optimal Muscle Mass
- Mobility Support
- High Digestive Tolerance
- Skin & Coat Support

AVAILABLE SIZES: 3 kg, 7 kg, 12 kg

ADULT SENSITIVE NEUTERED LARGE & MEDIUM



Specially formulated for **neutered adult large and medium breed dogs with sensitive digestion**. This formula includes a specific blend of prebiotics and probiotics and is designed to improve **stools consistency, reduce flatulence and promote a healthy microbiome**. It is also formulated to **avoid weight gain after neutering** through a high protein, low carb formula of reduced energy density. The addition of L-carnitine aids in metabolising fat and high levels of animal protein and fibre will help your dog feel full and satisfied.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	29%
OF ANIMAL ORIGIN	85%
LOW CARBOHYDRATE	33%

Global Preventive Profile

- Improved Stools
- High Digestive Tolerance
- Weight & Satiety Control
- Optimal Muscle Mass
- Mobility Support

Additional Health Benefits :
Skin & Coat Support

AVAILABLE SIZES: 3 kg, 12 kg

SENIOR NEUTERED LARGE & MEDIUM



A complete diet for **senior neutered medium and large breed dogs** to help them maintain a **healthy weight and stay active**. It ensures weight control and supports **muscle mass and joint health**, protecting neutered senior dogs from muscle loss and physical weakness. It provides less phosphorus than regular adult dog food to maintain **healthy kidney function**. A **healthy digestive system** is promoted through **prebiotics and probiotics** and supports **skin and coat health** through a high protein content and balanced omega-6 and omega-3 fatty acids.

CARNIVORE NUTRITION	% AS FED
HIGH PROTEIN	32%
OF ANIMAL ORIGIN	87%
LOW CARBOHYDRATE	30%

Global Preventive Profile

- Weight & Satiety Control
- Optimal Muscle Mass
- Mobility Support
- Renal Health
- High Digestive Tolerance

Additional Health Benefits :
Skin & Coat Support

AVAILABLE SIZES: 3 kg, 12 kg



VETERINARY HPM®

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

Virbac Ltd, Woolpit Business Park, Windmill Avenue,
Woolpit, Bury St Edmunds, Suffolk IP30 9UP.
GB Operator No: GB296 121911
Tel: 01359 243243
Email: enquiries@virbac.co.uk

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