


From: Susan Kampbell <kampbellkennels@yahoo.com>
Subject: Fw: Formula Upgrades from Royal Canin
Date: January 22, 2010 4:33:25 PM EST
To: Ron Gigliotti <RonL@IHSnet.com>


Ron, Copy and paste under Royal Canin Stuff ty

--- On Fri, 1/22/10, Royal Canin USA <info@royalcanin.us> wrote:

From: Royal Canin USA <info@royalcanin.us>
 Subject: Formula Upgrades from Royal Canin
 To: kampbellkennels@yahoo.com
 Date: Friday, January 22, 2010, 9:17 PM



CROWN PARTNER NEWS



**Royal Canin USA Upgrades
 PRO Canine Small Breed Formulas**

Royal Canin has made a few changes to three of the canine small breed formulas. You have not seen any of these changes on your current food, but you will soon be seeing these changes as noted on stickers placed on bags delivered to your door in the near future. Recent scientific advances have allowed us to enhance these formulas to the better benefit of the breed and we want to take this opportunity to share these advancements with our partners.

Royal Canin has removed chicken from the ingredients of Chihuahua 28™ and Yorkshire Terrier 28™, and replaced it with chicken meal.

What is chicken meal?
 Chicken meal is simply chicken without the fat and water content.
 Chicken meal does not include chicken by-product sources.

As you can see by the example below, chicken meal is just a more concentrated source of chicken protein.

Ingredient	% protein this ingredient contains:	If this amount of the ingredient were added to formula...	...then this would be the amount of protein provided to the formula
Chicken (contains approx. 65% moisture)	15%	100g	15g
Chicken Meal (contains 10% moisture)	65%	100g	65g

Following are additional changes made to each individual product:

Chihuahua 28™	
Chicken Meal	We have replaced chicken with chicken meal as a highly digestible protein source.

Borage Oil	We have removed borage oil from Chihuahua 28. We have optimized the fatty acid spectrum with the use of other essential oils.
Vitamin A	Vitamin A is important to protect the skin barrier. We have increased the level of Vitamin A for healthy skin.

Dachshund 28™

Glucosamine and Chondroitin	We have increased glucosamine and chondroitin to 700 mg/kg combined to support the Dachshund's skeleton and joints.
Borage Oil	We have removed borage oil from Dachshund 28™. We have optimized the fatty acid spectrum with the use of other essential oils.
Vitamin A	Vitamin A is important to protect the skin barrier. We have increased the level of Vitamin A for healthy skin.

Yorkshire Terrier 28™

Chicken Meal	We have replaced chicken with chicken meal as a highly digestible protein source.
Salmon Meal	We have removed salmon meal from Yorkshire Terrier 28™ and optimized the amino acid spectrum with other ingredients.
Wheat Gluten Meal	We have added wheat gluten meal, which is 99% digestible, as a protein source.
Vitamin A	Vitamin A is important to protect the skin barrier. We have increased the level of Vitamin A for healthy skin.

Please feel free to contact our Consumer Assistance professionals at 1.800.592.6687 with any additional questions or concerns.

Be sure to keep an eye on your inbox next week for our first Crown Partners update of the year - all about obesity, the most common nutritional problem seen by veterinarians.