



March 2009

As an innovation driven company, we strive to provide you, your clinic and your patients with the best nutritional solutions. Innovation comes in many forms and we are happy to present you with the latest in a series of enhancements planned for 2009.

Beginning March 2009, you will see enhancements to the full range of Royal Canin Veterinary Diet® canned diets. The first changes you will notice are on the outside of the can. These upgrades include:

Standard physical can sizes

- Gold colored, pull-top aluminum cans for all feline diets
- Silver colored, steel cans for all canine diets

Standard case pack configurations

- Two layers of 12 cans for a total of 24
- Heavier gauge plastic wrap to reduce movement in shipping

Artwork updates

- Gold accents on feline package artwork
- Silver accents on canine package artwork
- Bi-lingual package copy (English & Spanish)

Upon opening the cans, you and some of your clients may notice differences in texture and/or color. These changes are the result of improvements in the manufacturing process of the diets. In addition, we have taken this opportunity to alter the supply of some of our raw materials, and now all of our canned diets will be naturally preserved.

As pets on veterinary therapeutic diets may be sensitive, we recommend a transition period from the previous formulas to the enhanced versions. If you have any specific patient concerns, please call 1-800-592-6687.

Thank you for your business.

Walt Kras
Director of Veterinary Sales & Marketing
Royal Canin USA