

## SUMMARY

ROYAL CANIN Veterinary Diet™/MC feline SENSITIVITY RD 30™/MC (dry) and SENSITIVITY VR™/MC (canned) are highly palatable, highly digestible, complete, and balanced diets formulated to meet the requirements for feline growth and maintenance. These diets use a limited number of ingredients rarely associated with dietary sensitivity in cats.

## INDICATIONS

- Dietary hypersensitivity (allergy) which may present with the following dermatological signs:
  - Intense pruritus and ulcerative dermatitis of the head and neck
  - Miliary dermatitis-like lesions
  - Eosinophilic granuloma complex
  - Bilaterally symmetrical or localized alopecia

Or with the following gastrointestinal signs:

- Vomiting
- Diarrhea
- Dietary intolerance (e.g., lactose intolerance)
- Inflammatory bowel disease
- Idiopathic Diarrhea
- Anorexia
- Convalescence

## CONTRAINDICATIONS

- Venison hypersensitivity
- Duck hypersensitivity

## NUTRITIONAL DIFFERENCES

(as compared to typical commercial pet foods)

- Limited ingredients
  - Single animal protein source [duck (dry), venison (canned)]
  - Single carbohydrate source (rice)
- High digestibility
- Lactose-free
- Wheat gluten free
- Enriched with antioxidants



## RATIONALE

### Dietary Sensitivity

Dietary sensitivity is a term used to describe a clinically abnormal and immunological response to the ingestion of a particular food. When an immunological mechanism cannot be demonstrated, food intolerance is a more appropriate term.

Most basic food ingredients, including proteins, lipoproteins, glycoproteins, lipopolysaccharides, and carbohydrates, have the potential to induce an allergic response. However, proteins are most commonly implicated in dietary sensitivity in cats.

In cats, cow's milk, beef, and cereal account for many reported cases. Dietary sensitivities manifest as dermatological or gastrointestinal signs. Some patients may manifest both gastrointestinal and dermatological signs.

The primary goal in the treatment of dietary sensitivity is to feed a diet which is balanced and which does not contain the offending allergen. A detailed diet history may be useful in identifying foods which have not previously been fed to the cat and may form the basis of an elimination diet which is "hypoallergenic" for that particular cat.

SENSITIVITY RD 30<sup>TM/MC</sup> (dry) and SENSITIVITY VR<sup>TM/MC</sup> (canned) are practical and generally effective choices for the management of food sensitivity in cats.

### Other Applications

Because SENSITIVITY RD 30<sup>TM/MC</sup> (dry) and SENSITIVITY VR<sup>TM/MC</sup> (canned) are highly digestible, lactose-free and contain a limited number of protein sources, they are useful in the management of a number of gastrointestinal disorders in cats.

When conditions including dietary intolerance, inflammatory bowel disease, or idiopathic diarrhea are suspected, SENSITIVITY RD 30<sup>TM/MC</sup> (dry) or SENSITIVITY VR<sup>TM/MC</sup> (canned) should be introduced as the sole source of nutrition.

The outstanding palatability of these highly digestible diets makes them ideal for convalescing or anorexic cats.

### Special Tips

- Many diets which are labeled "hypoallergenic" are not really true elimination diets. They may contain many other protein sources, including those antigens the owner is trying to avoid. It is important to counsel owners about true elimination diets and advise them to verify a product's ingredients by checking the ingredient list on the label.
- Snacks, treats, supplements, and flavored medications may contain antigens. It is important that the owner understands that even minor deviations from a strict limited antigen diet can lead to a recurrence of allergic symptoms.
- During the initial diagnostic period, it is important SENSITIVITY RD 30<sup>TM/MC</sup> (dry) or SENSITIVITY VR<sup>TM/MC</sup> (canned) be fed exclusively.



## GENERAL FEEDING RECOMMENDATIONS

- Daily feeding recommendations may be divided into two to four meals.
- Fresh water should be available at all times.
- Individual requirements may vary depending on breed, age, sex, environment, and activity level.
- No other protein source should be made available while feeding SENSITIVITY RD 30<sup>TM/MC</sup> (dry) or SENSITIVITY VR<sup>TM/MC</sup> (canned).
- The mixing of SENSITIVITY VR<sup>TM/MC</sup> (canned) and SENSITIVITY RD 30<sup>TM/MC</sup> (dry) diets is **not** recommended.
- It should be noted that the dry formulation of SENSITIVITY RD 30<sup>TM/MC</sup> (dry) has a lower fat content than the canned variety. The dry formulation may, therefore, be more suitable for patients with idiopathic diarrhea in which a restricted fat intake is indicated.

## FEEDING GUIDE

### FEEDING RECOMMENDATIONS FOR FELINE ADULT MAINTENANCE

Body Weight		Suggested Caloric Intake	Daily Feeding	
lb	kg		Cans Only (cans/day)	Dry Only (8-oz cups/day)
5	2.3	136	3/4	1/2
7	3.2	191	1 1/4	2/3
9	4.1	245	1 1/2	3/4
11	5.0	299	1 3/4	1
13	5.9	354	2 1/4	1 1/4
15	6.8	408	2 1/2	1 1/2
17	7.7	463	3	1 2/3

### FEEDING RECOMMENDATIONS FOR KITTENS

Age (months)	Body Weight		Suggested Caloric Intake	Daily Feeding		
	lb	kg		g/day	Cans/day Only	Dry Only (cups/day)
1	1.3	0.6	138-180	35-46	3/4 - 1 1/4	1/2 - 2/3
2	1.8	0.8	184-240	47-62	1 1/4 - 1 1/2	2/3 - 1
4	4.4	2.0	260-300	67-77	1 2/3 - 2	1
6	6.4	2.9	290-334	74-86	1 3/4 - 2	1 - 1/4
9	7.3	3.3	330-380	85-97	2 - 2 1/3	1 1/4 - 1 1/3
12	8.8	4.0	280-360	72-92	1 3/4 - 2 1/4	1 - 1 1/4





## PRODUCT DESCRIPTION

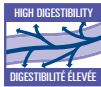
ROYAL CANIN Veterinary Diet<sup>TM/MC</sup> feline SENSITIVITY VR<sup>TM/MC</sup> is a complete diet formulated to meet requirements for growth and may be fed to adult cats and growing kittens. It is a highly palatable, highly digestible diet where venison is the sole source of meat protein, and rice is the sole source of carbohydrate.

## NUTRITION STATEMENT

Animal feeding tests using AAFCO procedures substantiate that SENSITIVITY VR<sup>TM/MC</sup> provides complete and balanced nutrition for the growth of kittens and maintenance of adult cats.



The protein in the diet is provided by Venison and Rice which are rarely associated with allergic reactions in cats.



Highly digestible ingredients ensure optimal intake of nutrients and minimize allergenic residues available to stimulate an immune response.

## GUARANTEED ANALYSIS

Crude Protein, (min)	8.0%
Crude Fat, (min)	3.5%
Crude Fiber, (max)	1.5%
Moisture, (max)	78.0%

## METABOLIZABLE ENERGY

From Protein	39.1%
From Fat	42.7%
From Carbohydrate	18.2%

Approximately 160 kcal per 5.8 oz (165 g) can (97 kcal per 100 g).

## INGREDIENTS

WATER, VENISON BY-PRODUCTS, VENISON, RICE, TRACE MINERALS (SODIUM TRIPOLYPHOSPHATE, CALCIUM CARBONATE, POTASSIUM CHLORIDE, MANGANESE SULFATE, MAGNESIUM OXIDE, ZINC SULFATE, COPPER SULFATE), VEGETABLE OIL, CELLULOSE POWDER, CARRAGEENAN, NATURAL FLAVORS, CAROB GUM, TAURINE, GUAR GUM, VITAMINS (CHOLINE CHLORIDE, DL-ALPHA TOCOPHEROL ACETATE [SOURCE OF VITAMIN E], THIAMINE MONONITRATE [VITAMIN B1], BIOTIN, VITAMIN D3 SUPPLEMENT, PYRIDOXINE HYDROCHLORIDE, RIBOFLAVIN [VITAMIN B2], FOLIC ACID), DL-METHIONINE.



## FELINE

### TYPICAL ANALYSIS

Nutrient	Unit	Per 100 g as fed	Per 1000 kcal
Moisture	g	75.99	
Protein	g	10.04	103.51
Fat	g	5.56	57.32
Carbohydrate	g	6.06	62.47
Ash	g	2.35	24.23
Crude Fiber	g	0.79	8.14
<b>Minerals</b>			
Calcium	g	0.43	4.43
Phosphorus	g	0.42	4.33
Sodium	g	0.24	2.47
Chloride	g	0.19	1.96
Potassium	g	0.25	2.58
Magnesium	g	0.02	0.21
Copper	mg	0.62	6.39
Iron	mg	16.78	172.99
Zinc	mg	4.12	42.47
Manganese	mg	2.78	28.66
Iodine	mg	0.127	1.309
<b>Vitamins</b>			
Vitamin A	IU	50	510
Vitamin D3	IU	33	340
Vitamin E	mg	13	134
Thiamine (B1)	mg	0.14	1.44
Riboflavin (B2)	mg	0.08	0.82
Niacin	mg	1.78	18.35
Pyridoxine (B6)	mg	0.05	0.52
Pantothenic Acid	mg	0.42	4.33
Folic Acid	mg	0.058	0.598
Cobalamin (B12)	mg	0.002	0.0206
Biotin	mg	0.0134	0.1381
Choline	mg	131	1351
<b>Fatty Acids</b>			
Linoleic acid	g	0.65	6.71
Arachidonic acid	g	0.029	0.299
<b>Amino Acids</b>			
Arginine	g	0.45	4.64
Lysine	g	0.72	7.42
Methionine	g	0.24	2.47
Methionine + Cystine	g	0.33	3.40
Taurine	g	0.09	0.928



### ORDERING INFORMATION

Can	Weight		Item Code
	oz	g	
24 per case	5.82	165	K60418

## PRODUCT DESCRIPTION

ROYAL CANIN Veterinary Diet™<sup>TM/MC</sup> feline SENSITIVITY RD 30™<sup>TM/MC</sup> is a complete diet formulated to meet requirements for growth and may be fed to adult cats and growing kittens. It is a highly palatable, highly digestible product in which duck is the sole source of protein and rice is the sole source of carbohydrate.

## NUTRITION STATEMENT

SENSITIVITY RD 30™<sup>TM/MC</sup> is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient profiles for growth and adult maintenance.



SELECTED PROTEIN

PROTÉINE SÉLECTIONNÉE

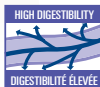
The protein in the diet is provided by Rice and Duck, which are rarely associated with allergic reactions in cats.



NATURAL PRESERVATIVE

CONSERVATEUR NATUREL

Naturally preserved with mixed tocopherols, rosemary extract, and citric acid.



HIGH DIGESTIBILITY

DIGESTIBILITÉ ÉLEVÉE

Highly digestible ingredients ensure optimal intake of nutrients and minimize allergenic residues available to stimulate an immune response.

## GUARANTEED ANALYSIS

Crude Protein, (min)	30.0%
Crude Fat, (min)	11.0%
Crude Fiber, (max)	5.7%
Moisture, (max)	8.5%

## METABOLIZABLE ENERGY

From Protein	32.9%
From Fat	30.0%
From Carbohydrate	37.1%

Approximately 281 kcal per 8-oz cup; 389 kcal per 100 g; 72 g per 8-oz cup.

## INGREDIENTS

RICE, DUCK BY-PRODUCT MEAL, RICE GLUTEN, CELLULOSE POWDER, NATURAL FLAVORS, CHICKEN FAT, DUCK, POTASSIUM CHLORIDE, VEGETABLE OIL, CHOLINE CHLORIDE, SODIUM CHLORIDE, MONOSODIUM PHOSPHATE, TAURINE, VITAMINS [DL-ALPHA-TOCOPHEROL (SOURCE VITAMIN E), INOSITOL, NIACIN, L-ASCORBYL-2-POLYPHOSPHATE (SOURCE VITAMIN C\*), D-CALCIUM PANTOTHENATE, BIOTIN, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), RIBOFLAVIN (VITAMIN B2), THIAMINE MONONITRATE (VITAMIN B1), VITAMIN A ACETATE, FOLIC ACID, VITAMIN B12 SUPPLEMENT, VITAMIN D3 SUPPLEMENT], TRACE MINERALS [ZINC AMINO ACID CHELATE, ZINC OXIDE, FERROUS SULFATE, MANGANESE AMINO ACID CHELATE, COPPER AMINO ACID CHELATE, COPPER SULFATE, MANGANOUS OXIDE, SODIUM SELENITE, CALCIUM IODATE], PRESERVED WITH NATURAL MIXED TOCOPHEROLS, ROSEMARY EXTRACT, AND CITRIC ACID.

\*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.



## FELINE

### TYPICAL ANALYSIS:

Nutrient	Unit	Per 100 g as fed	Per 1000 kcal
Moisture	g	7	
Protein	g	32.0	82.2
Fat	g	13.0	33.4
Carbohydrate	g	36.1	92.7
Ash	g	8.2	21.1
Crude Fiber	g	3.7	9.5
Total Dietary Fiber	g	5.5	14.1
<b>Minerals</b>			
Calcium	g	1.70	4.37
Phosphorus	g	1.20	3.08
Sodium	g	0.55	1.41
Chloride	g	1.30	3.34
Potassium	g	0.85	2.18
Magnesium	g	0.07	0.18
Copper	mg	3.2	8.2
Iron	mg	22.0	56.5
Zinc	mg	25.0	64.2
Manganese	mg	7.1	18.2
Iodine	mg	0.35	0.90
Selenium	mg	0.025	0.064
<b>Vitamins</b>			
Vitamin A	IU	2800	7191
Vitamin D3	IU	120	308
Vitamin E	mg	78	200.31
Thiamine (B1)	mg	2.7	6.9
Riboflavin (B2)	mg	4.9	12.6
Niacin	mg	96.3	247.3
Pyridoxine (B6)	mg	7.6	19.5
Pantothenic Acid	mg	14.4	37.0
Folic Acid	mg	1.4	3.6
Cobalamin (B12)	mg	0.014	0.036
Biotin	mg	0.30	0.77
Choline	mg	300	770
<b>Fatty Acids</b>			
Linoleic acid	g	3.0	7.7
Arachidonic acid	g	0.09	0.23
<b>Amino Acids</b>			
Arginine	g	2.2	5.6
Lysine	g	1.6	4.1
Methionine	g	0.7	1.8
Methionine + Cystine	g	1.3	3.3
Taurine	g	0.3	0.8



### ORDERING INFORMATION

Bag Size	Weight		Item Code
	lb	kg	
Small	2.5	1.14	28403
Medium	5.5	2.5	28406
Large	n/a	n/a	n/a
Extra Large	n/a	n/a	n/a

## REFERENCES

- Ugarte C, Guilford WG, Markwell PJ, et al. Multicentric epidemiological study of feline inflammatory bowel disease. *J Vet Intern Med* 2003;17:443.
- Ugarte C, Guilford WG, Markwell PJ, et al. Carbohydrate malabsorption is a feature of feline inflammatory bowel disease but does not increase clinical gastrointestinal signs. *Proceedings of the Waltham International Science Symposium, Bangkok, Thailand, October 28-31, 2003*, p24.
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- Markwell PJ, Guilford WG, Jones BR, et al. Prevalence of food sensitivity in cats with chronic pruritus, vomiting or diarrhea. *Proceedings of the Third World Congress of Veterinary Dermatology. World Congress of Veterinary Dermatology Association, Edinburgh: 1996*; p169.
- O'Dair HA, Markwell PJ, and Maskell IE. An investigation of food hypersensitivity as a cause of feline allergic dermatitis. *Vet Derm* 1996;7:193-202.

