

OVERWEIGHT PETS ARE TIPPING THE SCALES

Partnering with a veterinarian can help pet owners understand and manage their pets' weight and overall health

APPROXIMATELY

1 out of 3 DOGS & CATS ARE OVERWEIGHT

and the numbers continue to grow; over the past 10 years alone we've seen...

↑169% Overweight cats

↑158% Overweight dogs

Why do pet obesity matter?



Carrying those extra pounds may have serious consequences for a pet's overall health, not to mention the increased cost of pet owners

DID YOU KNOW?

1

Obesity in cats and dogs has been linked to **MORE THAN 10 AILMENTS**



2

A healthy eight day delay the cost of **MANY CHRONIC DISEASES**



3

As the prevalence of overweight pets has increased over the past 10 years, so have certain comorbidities, **SUCH AS ARTHRITIS (+82%) AND TRACHEAL COLLAPSE (+83%) IN DOGS**

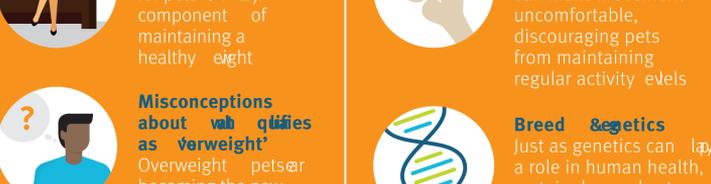
OVER A 4-YEAR PERIOD, OWNERS OF OVERWEIGHT...

Dogs

Spend **17% MORE** IN HEALTHCARE COSTS vs. owners of healthy-weight dogs; these owners also spend **NEARLY 25% MORE** ON MEDICATIONS

Cats

Spend **36% MORE** IN DIAGNOSTIC PROCEDURES vs. owners of healthy-weight cats



Why do pets become overweight?



Lack of exercise

Like people, exercise for pets is a key component of maintaining a healthy weight



Misconceptions about 'obesity' as 'overweight'

Overweight pets are becoming the new normal due to how common they are leading some owners to underestimate the true body condition of their pet



Overfeeding

Pets are part of the family, and owners often use food as a form of communication and love

Additionally, some pet owners are uncertain about how much food they should be feeding their pet



Certain diseases

Diseases like arthritis can make movement uncomfortable, discouraging pets from maintaining regular activity levels



Breed Genetics

Just as genetics can play a role in human health, certain dog and cat breeds are predisposed to becoming overweight

Dog breeds with a higher prevalence of obesity:

- Labrador Retrievers
- Cairn Terriers
- Cocker Spaniels

Cat breeds with a higher prevalence of obesity:

- Manx
- Maine Coons

What are pets' nutritional needs?



Species

Dogs and cats have very different nutritional needs—many don't realize cats are carnivores and dogs are omnivores

Breed

Certain breeds are more prone to being overweight than others, likely due to genetic factors that influence their metabolism

Disease Conditions

Pets with certain conditions, such as kidney disease and diabetes, benefit from specialized diets to aid in the management of the diseases

ACTIVITY LEVEL

Pets that exercise require more calories than sedentary pet

SIZE

Smaller pets require fewer calories to maintain a healthy weight

AGE

Older pets are slower metabolisms and generally live longer than younger pets

HOW CAN I TELL IF MY PET IS OVERWEIGHT?

Body condition scoring is a way to determine if a pet is underweight, ideal weight or overweight. Discuss your pet's current and ideal weight with your veterinarian

DOGS

CATS

BODY CONDITION SCORE

top view | side view

top view | side view



HOW DOES TREATING MY PET WEIGHT?



Ensure treats do not take up more than 10% of your pet's daily caloric consumption

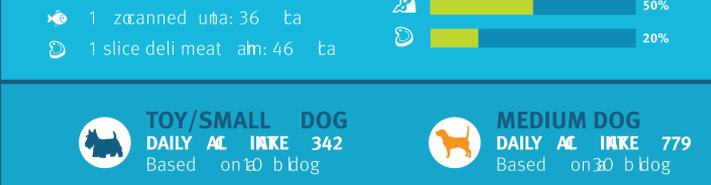


While both dogs and cats can receive human food snacks, pet owners do not realize that even in small quantities, human food can represent a large percent of a pet's daily caloric requirement

1 slice cheese: 114 cal	CAT DAILY CALORIC INTAKE 227
1 jerky strip: 88 cal	Based on 100 kcal
1 beef hot dog: 47 cal	13%
1 tbsp peanut butter: 94 cal	16%
2 2oz% milk: 30 cal	50%
1 canned tuna: 36 cal	20%
1 slice deli meat: 46 cal	

TOY/SMALL DOG DAILY CALORIC INTAKE 342

MEDIUM DOG DAILY CALORIC INTAKE 779



LARGE DOG DAILY CALORIC INTAKE 1,143

GIANT DOG DAILY CALORIC INTAKE 1,777



WHAT CAN I DO TO ENSURE MY PET IS A HEALTHY WEIGHT?

Prevention is key—regular check-ups and nutritional counseling with a veterinarian can help owners keep pets at a healthy weight

Owners of overweight pet should partner with their veterinarian to determine the most appropriate weight-loss plan

Offer rewards other than food, such as play, toys, etc.

Make sure your pet gets the appropriate amount of exercise

- Cats: Play with a jingle ball, feather teaser or laser pointer
- Dogs: Go on a walk, play fetch or make meal time a daily highlight of a fun in each day

If food is given as a reward, provide low-calorie snacks of dogs, and reduce the amount of food offered during meal time to accommodate treats given during the day

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