



HELP YOUR PET BEAT THE BULGE

Obesity is one of the most troubling and common health problems in pets. An obese pet is more susceptible to many diseases, from arthritis to heart disease to endocrine diseases such as diabetes. This is why it is so important to keep your pet lean and trim, so he or she can live a long and healthy life.



Why does my pet keep gaining weight?

Weight gain is a result of simple math: the animal is taking in more calories than it is burning. From this, we can assume weight gain will occur from one of three sources, or a combination of them.

The first source is the pet's regular diet. Some pets simply eat too much

food... they steal from another pet's dish, or their owner just keeps the bowl full. It is convenient to feed this way. However, not all pets know when to stop.

The second source comes from treats. For most pets, treats are not a large calorie source. But consider that a small Milkbone® has about 30 calories in it. 10 biscuits a day adds up to an additional cup of food. And if you think that's scary, the large Milkbones® have 115 calories in each one!

Treats tend to be less of a problem in cats, but a cat getting 10-15 Pounce® treats is getting about 30-50 extra

calories a day.

The most frequent contributor to obesity is lack of exercise. Just giving a cat a toy to play with or putting the dog out in the yard does not mean he or she will burn calories. It is important to interact with your pets daily and encourage 15 to 30 minutes of exercise, either through play or by taking them for a walk.

So how much food should my pet get?

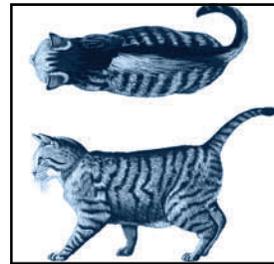
A worksheet is included to help you figure out your pet's daily food dose. It is important to understand that, just like people, metabolism can vary from cat to cat and dog to dog. You may find that your pet

continues to gain weight, even on its ideal food dose. Make sure that you are checking your pet's weight weekly, and, most importantly, make sure your pet is getting exercise. Remember, you can reduce your pet's caloric intake to virtually nothing, but if he or she is not burning any calories, there will be no weight loss.

Beating the Bulge...

Just like with people, getting your pet to lose weight takes effort.

There's no magic pills and no easy way to win the battle of the bulge. It takes hard work and perseverance, but the benefit is an improved lifestyle and a happier, healthier pet.



Calculate Your Pet's Daily Caloric Needs

Cats

Ideal Weight in Kg: ____ (lbs ÷ 2.2)

Calories/day = [(Wt_{kg} x 30) + 70] x 1.4 = ____

Inactivity: Multiply by 0.8 = ____

Wt. Loss: Multiply by 0.6 = ____

Estimate 300 cal/cup or 400 cal/14-15 oz can

Daily need:

____ cups or ____ cans maintenance food
 ____ cups or ____ cans diet food

Dogs

Ideal Weight in Kg: ____ (lbs ÷ 2.2)

Calories/day = [(Wt_{kg} x 30) + 70] x 2 = ____

Inactivity: Multiply by 0.8 = ____

Wt. Loss: Multiply by 0.6 = ____

Estimate 350 cal/cup or 500 cal/14-15 oz can

Daily need:

____ cups or ____ cans maintenance food
 ____ cups or ____ cans diet food