

What Is a Nutrition Program?

Created by veterinarian clinical nutritionist, **Dr. Danielle Conway**, Rarebreed's Nutrition Advocate program aims to improve pet health by empowering pet owners with straightforward, customized recommendations based on their pet's immediate needs. Pet owners will receive one-on-one guidance from their pet's personal Nutrition Advocate.

A Nutrition Advocate is a veterinary technician who has completed special training in Rarebreed's Nutrition Advocate program. Hospitals with staff serving as nutrition advocates are well-equipped to speak confidently and comfortably with people whose pets could benefit from specialized dietary planning.

By the Numbers

90%

of pet owners expect a nutrition recommendation from their veterinarian

15%

of pet owners receive a recommendation from their veterinarian

7%

of pets that could benefit from a veterinary therapeutic diet are prescribed one

Did You Know?

Homemade diets are often not balanced and can even harm your pet. A 2013 study published in the American Veterinary Medical Association Journal found that 95% of 200 online pet food recipes (from both veterinarians and non-veterinarians) lacked one essential nutrient – and more than 83% of the recipes had multiple nutrient deficiencies!

Chronic nutritional deficiencies can be widespread and lead to immune deficiency and diseases in the heart, skin, or eyes. Our nutritionists can put together a customized plan that works for your pet's dietary needs, as well as your budget and lifestyle.

Does My Pet Need a Nutrition Plan?

The short answer: all dogs and cats benefit from a balanced nutrition plan. Even seemingly common behavior – like an intermittent appetite – can be a sign that your pet's diet needs to be optimized. Seeing a veterinary nutritionist is essential for your pet's well-being and long-term health as it's a drug-free way to manage many nutrition-related conditions. Such conditions* include:

- ♥ Arthritis
- ♥ GI disease (vomiting, diarrhea, intermittent appetite)
- ♥ Obesity/being overweight
- ♥ Kidney disease
- ♥ Loss of muscle condition score
- ♥ Skin allergies
- ♥ Unintentional weight loss or gain
- ♥ Urinary crystals

*Please note that these are medical conditions, and all patients should be seen by a veterinarian before consulting with a Nutrition Advocate



How It Works

During a Nutrition Advocate consultation, a nutritionist will review your pet's diet, recent vitals, overall health, and any concerns before creating a specialized plan for your dog or cat. And since our Nutrition Advocate program is not sponsored by any pet food company, you can be sure that all recommendations will fit the needs of you and your pet – not investors' pockets.

