

# Caring for Older Pets



Pets are living longer than before, so help your customers turn their Golden Retrievers' senior years into golden years and ensure their cats live their nine lives in fine fettle

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Older pets have specific needs, and stocking a range of specialist products for senior pets means you can support your customers while making extra sales.


Stocking a wide range of products is always beneficial to business growth and sales figures, and we know that products that are seen as specialist can often command higher prices than the regular versions. One niche in the pet market where specialist products are necessary is senior pet care, so it's important to understand the demand and make sure your business can meet it.

So why is senior pet care an important section of the retail

of both pet cats and dogs, more recent statistics from VetCompass\*, a programme from the Royal Veterinary College which looked at data of just over 4000 deceased cats in the UK from 90 veterinary clinics and just over 5000 deceased dogs from 86 veterinary clinics, tell a different story.

The findings show the overall average lifespan of cats as 14 years, with neutered cats having an average of 15 years and non-neutered an average of 11 years; pure breeds an average of 12.5 years and non-pedigrees or cross breeds an average of 14 years. Similarly, while the results show an average lifespan of pure breed dogs as 11.9 years, non-pedigrees or cross breeds

else, there are products specifically designed for the job with the added bonus of looking modern and stylish (and not just like they've put a bowl on a box!).

One thing to note is that raised bowls aren't considered suitable for deep-chested dogs because of the risk of bloat, so it's important that your dog-owning customers check with their vet first. 

\*Research sourced from Vet Compass: <http://www.rvc.ac.uk>

Products that make senior pets' lives easier

## Logic EaseLife Ceva Animal Health

As with humans, when dogs get older their bodies get older too. Changes occur in their joints, skin, coat and brain and they can lose their 'spark'.

Logic EaseLife is a tasty soft chew supplement which, has been specially developed with a specific combination of essential nutrients to help support mobility, coat condition and mind vitality in senior dogs. It contains Glucosamine HCL, MSM, Omega3 (DHA and EPA) and Vitamin E. Logic EaseLife is beef flavoured and contain a high concentration of ingredients.

More info: [www.logicforpets.co.uk](http://www.logicforpets.co.uk)



## Senior Baked complete Laughing Dog

Laughing Dog's Senior Baked Complete is part of the Wonderfully Wheat Free range of completes and is a single source protein food designed with the older dog in mind. Its hypoallergenic formulation uses turkey for an easily digestible protein source and is packed full of nutritious ingredients including sweet potato; an easily digestible form of carbohydrate with B vitamins; barley and oats, to help maintain cholesterol levels. Available in 2kg (£7.99 RRP) and 12kg (£37.99 RRP) re-sealable bags. More info: [www.laughingdogfood.com](http://www.laughingdogfood.com)

market? Claire Bessant, Chief Executive of International Cat Care, explains the feline welfare charity's view that more cats than ever are reaching senior years, all thanks to a better quality of care: "We think that cat longevity has been increasing over the years as nutrition, veterinary care and owner knowledge have improved."

The charity Cats Protection agrees: "Improvements in cat care have greatly raised the life expectancy and quality of life for cats aged over 12. While 10 years ago the household moggy could have been expected to live to around 13, today's life expectancy is higher and we have seen many cats surviving to their late teens and early 20s in a remarkably good state of health."

While historical reports suggest 10-12 years as the average lifespan

are living an average of 13.1 years. From cats and dogs to rabbits and guinea pigs, once a pet reaches their golden years their basic needs change, and there are a wide variety of products on the market that can help improve life quality.

### Eating and drinking

As well as having different nutritional needs to their younger counterparts (you'll find plenty of senior pet food products here) just the physical act of eating and drinking can be a problem for older animals. Stiff joints or the onset of osteoarthritis can make crouching down to eat or drink from their usual bowls tricky for cats and dogs, so raised food and water bowls can make a real difference to comfort levels. While owners can simply raise their pets' current bowls by putting them on top of something

**Catit Design Elevated Glass Diner** – a stylish multi-purpose feeder for cat food and/or water. The glass bowls are tilted as well as raised to make feeding time even easier. (More info: 01977 556622)

**Good Girl Cat To Nature Cat Scratcher** – a horizontal card scratcher that cats of all ages can use. (More info: 0115 9381200)

**Pet Angel Brushes** – a gentle grooming brush that's antibacterial, anti-static and easy clean. (More info: sales@tangleangel.com)

**Pet Remedy Heat Pads** – originally developed for Petsavers and the BSAVA (British Small Animal Veterinary Association) as a post-operative heat pad, this safe and convenient low voltage heat pad is perfect for using in senior pet beds. (More info: www.petremedy.co.uk)

More info: [www.laughingdogfood.com](http://www.laughingdogfood.com)

## Delights Senior Iams

Senior cats require a tailored diet that supports their nutritional need. As cats age they can become less active than before meaning they need a higher percentage of calories from high quality animal protein which also provides antioxidants and essential amino acids, in order to maintain healthy muscle mass and immune function.

Senior cats also need to reduce the amount of fat in their diet while still remaining rich in fish oils to promote overall health and a shiny coat.

More info: [www.iams.co.uk](http://www.iams.co.uk)



## Mars Petcare Pedigree senior range

Pedigree complete pet food for senior dogs is available in single and multipack cans, pouches and a wide range of dry food pack sizes and includes Senior Complete Dry with Chicken, Senior Dog Pouches Meat Selection Jelly and

Senior Dog Tins Meat Selection in Loaf.

More info: [www.mars.com/uk/en/brands/petcare.asp](http://www.mars.com/uk/en/brands/petcare.asp)



## Mature & Senior Food Eukanuba

A diet that is specifically suited to mature dogs can ensure they receive vital nutrition they need for their life stage. Eukanuba Mature & Senior food includes a primary source of high quality animal protein. To support retailers, Eukanuba has a range of POS materials including video content, bitesized pieces of knowledge known as 'Kibbles' and advice.

More info: [www.eukanuba.com](http://www.eukanuba.com)

## Tempt Me! Senior Chicken Terrines HiLife

Older cats may slow down a bit and need to catch up on their Z's a lot more but here at that's not the only change as a cat reaches its golden years. They have different nutritional needs to younger ones and need a food to help replenish the cells lost in later years.

The protein-rich HiLife tempt me! Senior Chicken Terrines (8 x 85G) are a great-tasting combination of meat, vitamins, and minerals to give senior cat all the nutrition it needs as an otherwise healthy but less active cat. It comes with a suggested retail price of £3.99.

More info: [www.hilifepet.co.uk](http://www.hilifepet.co.uk)

