



## **Feline Health Nutrition Persian 30**

*Formulated specifically for Persians*

By Royal Canin Scientific Communications

The world's most famous cat breed is the Persian. In the United States, Persians have the highest number of registrations of any pure breed cats. This breed has many special traits that make it a favorite of breeders and pet owners, and some of these traits can be positively affected by nutritional intervention.

One of the most recognizable features of the Persian is the long coat. There are over 200 varieties of colors and patterns of the Persian coat. Although the overall coat appearance may vary, the nutrients needed to make the coat as healthy as possible are the same for all of the coat variations. Royal Canin Persian 30 contains our Natural Color Force, which is a complex of nutrients that intensify the hair's natural color. Because of the large proportion of secondary follicles, the coat contains over 200 miles of total hair (if each strand were laid end to end). To provide the optimum nutrients for healthy hair, we have supplied 30% protein for hair growth as well as our Beauty & Shine Complex which contains vitamins, minerals, and essential fatty acids.

Even more distinctive than the coat may be the Persian's unusual facial structure. These cats have a brachycephalic bone structure with shortened jaws and broader face. One element of having this jaw structure is the way that this breed eats. The Persian eats fewer meals per day than the average cats, but the meal size is typically larger. They also have difficulty grasping and chewing many kibble types. For this reason, much of the food ingested is unchewed. Royal Canin tested 10 different kibble shapes and found that the Almond 11 kibble type was the easiest for the Persian to grasp and chew. Increasing the amount of chewing will help reduce plaque build up on teeth.

With a long coat comes a higher incidence of hair balls. Some cats may spend up to 30 hours per week grooming. To reduce hairball formation we have included adequate fiber content (11%) that is composed of both fermentable and non-fermentable fibers. This balance of both fiber types aids in the proper intestinal transit. Psyllium, a mucilage, is also included to aid in natural purging hair balls. The fibers included in this formula have been ground extremely finely to increase their water absorption and decrease the risk of loose stool.

The unique features of the Persian cat have been prized by breeders for many decades. Many of these defining characteristics can be complimented by proper nutrition. Royal Canin Persian 30 is a formula made especially for the specialized needs of your Persian.