



# JOINT HEALTH

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## **Osteoarthritis in Dogs & Cats**

2024 edition for retail purposes

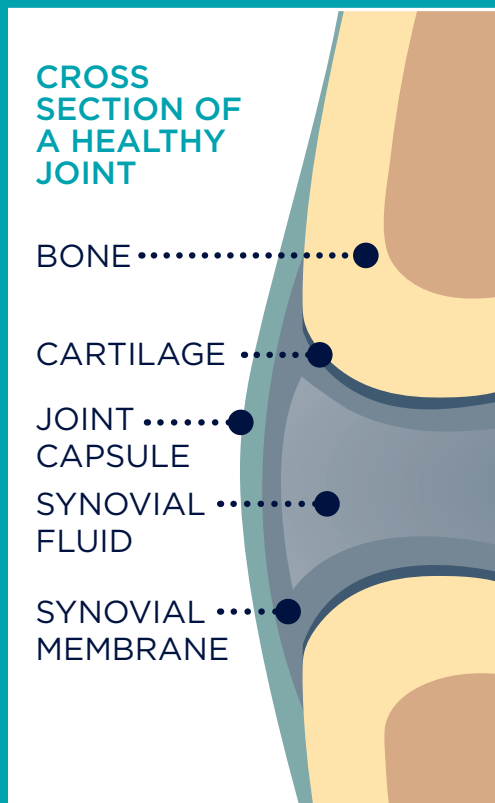
# Osteoarthritis affects 20% of adult dogs & 61% of cats over 6 years of age



In a normal healthy joint, cartilage covers the end of the bones and acts as a cushion or shock absorber. However, as pets age, their cartilage becomes more susceptible to wear and tear, leading to damage, and therefore pain and inflammation as a result.

Normally, arthritis and joint pain is seen to occur in older pets. However, these can also occur in younger pets due to injury, obesity, the animal being over-active, or if they have joints that don't align properly e.g. hip dysplasia.

## SUPPORT HEALTHY CARTILAGE

Glucosamine and chondroitin are important nutrients that are considered the building blocks of healthy cartilage. They work effectively together, playing a vital role in the structural integrity of cartilage, and enabling the joint to function as it should when it comes to the compression and absorption of impacts. Not only do glucosamine and chondroitin protect and maintain healthy cartilage, but they can also boost the repair of damaged cartilage.



| PRODUCT:  | FEATURES:   | DOSAGE:  | GREAT FOR:   |
|---|---|--|--|
| <p><b>PAW OsteoCare® Joint Protect for small dogs</b></p>  | <ul style="list-style-type: none"> <li>Contains tasty fish and chickpea protein.</li> <li>Supports healthy joints, improves mobility, and protects against joint damage.</li> </ul> | <ul style="list-style-type: none"> <li>2.5 g chews specifically designed for daily use in small dogs</li> <li>OsteoCare® chews are easy to give, based on body weight:<br/>1-7.4 kg: 1 chew/day<br/>7.5-15 kg: 2 chews/day</li> </ul>    | <ul style="list-style-type: none"> <li>Highly active dogs (e.g. sporting, performance, agility dogs)</li> <li>Dogs with previous joint injuries</li> </ul> |
| <p><b>PAW OsteoCare® Joint Protect Chews</b></p>           | <ul style="list-style-type: none"> <li>Glucosamine, chondroitin, manganese and ascorbic acid to effectively support joint cartilage health.</li> </ul>                              | <ul style="list-style-type: none"> <li>5 g chews for medium or large breed dogs</li> <li>OsteoCare® chews are easy to give, based on body weight:<br/>1-9.9 kg: ½ chew/day<br/>10-24.9 kg: 1 chew/day<br/>25+ kg: 2 chews/day</li> </ul> | <ul style="list-style-type: none"> <li>Dogs predisposed to joint problems (e.g. hip or elbow dysplasia)</li> <li>Overweight dogs</li> </ul>                |



Recommend PAW OsteoCare® if your customer says:

- My dog is very active (agility, working dogs)
- My dog is a Golden Retriever, German Shepherd (or other large/giant breeds)
- My dog is overweight
- My dog has a joint injury or is going in/recently received surgery on their joints
- I'd like to protect my dog's joints with supplements even though he/she is young



## RELIEVE PAIN AND REDUCE INFLAMMATION

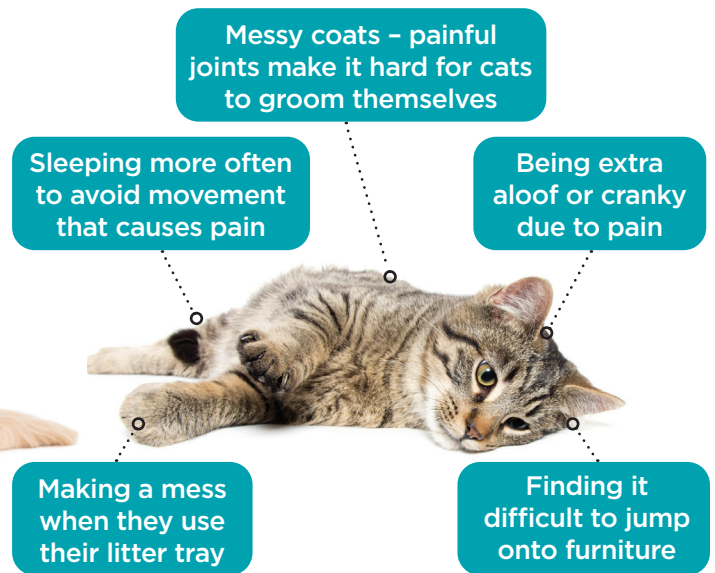
For pets with arthritis, relieving pain and reducing inflammation is vital to ensure good quality of life. Green lipped mussel (GLM) is a very effective and safe supplement that is proven to relieve pain, and reduce inflammation. GLM is high in omega-3 fatty acids EPA, DHA and ETA, which act as natural anti-inflammatories at the joint level.



PAW by Blackmores uses only the highest quality GLM, which is processed with the utmost care to ensure that your customers get consistent results. Continuing on a glucosamine/chondroitin supplement is also critical to keep providing key nutrients to the joint cartilage.



## CATS GET ARTHRITIS TOO - WHAT TO LOOK OUT FOR

Arthritis in dogs usually affects the joints in the limbs, whereas cats frequently develop pain and stiffness in their spine, leading to different symptoms:



| PRODUCT:   | FEATURES:   | DOSAGE:  | GREAT FOR:   |
|--|---|--|--|
| <p><b>PAW OsteoSupport® Joint Care Powder for Cats</b></p>  | <ul style="list-style-type: none"> <li>Easy-to-use capsule in a powder format. Open capsule contents and sprinkle over food.</li> <li>For ultimate support use PAW OsteoSupport® Powder for Dogs in conjunction with PAW OsteoCare® Small or Medium-large Chews.</li> </ul> | <p>OsteoSupport® Powder for Cats is easy to give; feed one capsule daily</p>   | <p>Dogs and cats with symptoms of pain and inflammation from arthritis</p> |
| <p><b>PAW OsteoSupport® Joint Care Powder for Dogs</b></p>  |   | <p>OsteoSupport® Powder for Dogs is easy to give, based on body weight:</p> <ul style="list-style-type: none"> <li>Up to 25 kg: 1 capsule/day</li> <li>Over 25 kg: 2 capsules/day</li> </ul> |  |

Please read the labels and follow the directions for use.

## Recommend PAW OsteoSupport® if your customer says:

- My pet doesn't seem interested in playing anymore
- My pet is becoming really cranky and grumpy
- My pet is becoming old and slowing down
- My pet is finding it difficult to go up the stairs
- My pet is struggling to jump up on furniture/in the car
- My pet keeps licking one of their joints
- My pet is limping
- My pet seems stiff



# LOOK FOR PAW JOINT SALES OPPORTUNITIES

If your customer is buying:

| 🔑 FOOD FOR:  | 💬 QUESTION:   | ❓ DID YOU KNOW:  |
|--|---|--|
| <p><b>SMALL BREED DOGS</b></p>  | <p><i>"I notice that you're buying food for a small breed dog - what kind of dog do you have?"</i></p>  | <ul style="list-style-type: none"> <li>✔ Did you know that even small breed dogs can be prone to arthritis, especially if they're overweight, highly active or have had previous joint injuries? Are you doing anything to support the health of their joints?</li> <li>✔ PAW OsteoCare® Small Chews are a great, easy to use daily chew that dogs love, which helps to support healthy joints.</li> </ul>     |
| <p><b>LARGE BREED DOGS</b></p>  | <p><i>"I notice that you're buying food for a large breed dog - what kind of dog do you have?"</i></p>  | <ul style="list-style-type: none"> <li>✔ Did you know that [Breed X] is particularly prone to arthritis? Are you doing anything to support the health of their joints?</li> <li>✔ PAW OsteoCare® Joint Protect Chews are a great, easy to use daily treat that dogs love, which helps to support healthy joints.</li> </ul>  |
| <p><b>OLDER DOGS</b></p>      | <p><i>"I notice that you're buying food for an older dog. How old is he or she, and are they starting to show any signs of joint pain, stiffness or arthritis?"</i></p> | <ul style="list-style-type: none"> <li>✔ Arthritis is a progressive condition that gets worse if not treated. It has a big impact on a dog's quality of life.</li> <li>✔ PAW OsteoSupport® Powder for Dogs helps to relieve the pain and inflammation associated with arthritis.</li> </ul>  |
| <p><b>OLDER CATS</b></p>      | <p><i>"I notice that you're buying food for an older cat. How old is he or she, and have you noticed any changes in their behaviour or how active they are?"</i></p>    | <ul style="list-style-type: none"> <li>✔ Cats with arthritis are really good at hiding pain, so you may not see the limping and stiffness that you tend to see in dogs. Cats may become withdrawn, cranky, or less active when they are in pain.</li> <li>✔ PAW OsteoSupport® Powder for Cats helps to relieve pain and inflammation associated with arthritis, and most cats even enjoy the taste!</li> </ul> |

 **DEVELOPED BY VETS  
INSPIRED BY NATURE**

**BLACKMORES ANIMAL HEALTH**

e. [pawinfo@blackmores.com.au](mailto:pawinfo@blackmores.com.au)

w. [blackmores.com.au/paw-by-blackmores](http://blackmores.com.au/paw-by-blackmores)

