

Healthy

Holistic



# NATURAL

## —Veterinary Diet®—

The Natural Alternative  
in Nutritional Therapy™



**KS**  
**KM**







**Kidney Support for Dogs**

**Kidney + Mobility Support for Cats**



## Natural Nutrition Enhanced with Vitamins and Minerals

### RECOMMENDED DAILY FEEDING CHART FOR DRY KS

Up to 15 lbs. 	1/4 - 1 cup*
16 to 25 lbs. 	1 - 1 1/2 cups*
26 to 40 lbs. 	1 1/2 - 2 1/4 cups*
41 to 60 lbs. 	2 1/4 - 3 cups*
61 to 80 lbs. 	3 - 3 3/4 cups*
81 to 100 lbs. 	3 3/4 - 4 1/2 cups*
Over 100 lbs. 	Feed 4 1/2 cups* plus 1/2 cup for each additional 20 lbs.

\*Use a standard 8-oz. measuring cup  
427 kcals/cup  
3883 kcals/kg



# Now provide natural for dogs and cats w

**Chronic Kidney Disease (CKD) affects as many as 10% of geriatric dogs and 35% of geriatric cats<sup>1</sup>**

## KS Kidney Support for Dogs

## KM Kidney + Mobility Support for Cats

**Formulated by veterinarians and animal nutritionists to help manage kidney disease, both products feature:<sup>2,3</sup>**

- **Controlled protein levels:** Research has shown that reduced protein levels help control the clinical signs of uremia in dogs and cats.
- **Controlled levels of phosphorus:** Research has shown that decreased dietary phosphorus helps to limit the progression of kidney disease.
- **Controlled levels of sodium:** Feeding renal diets with decreased sodium has been associated with increased survival time.

DOGS		
	Recommended Levels* for Renal Diets <sup>2,3</sup>	NVD KS Kidney Support for Dogs*
<b>Protein</b>	14 - 20%	16.85%
<b>Phosphorus</b>	0.2 - 0.5%	0.38%
<b>Sodium</b>	< 0.3%	0.22%

\*Dry Matter Basis

CATS		
	Recommended Levels* for Renal Diets <sup>2,3</sup>	KM Kidney + Mobility for Cats*
<b>Protein</b>	28 - 35%	29.57%
<b>Phosphorus</b>	0.3 - 0.6%	0.52%
<b>Sodium</b>	≤ 0.4%	0.27%

\*Dry Matter Basis

## Both KS and KM also feature:

**High levels of omega-3 fatty acids, EPA and DHA, which have been shown to be beneficial to animals with kidney disease.**

- Research has shown that supplementation with omega-3 fatty acids moderates serum levels of inflammatory mediators in healthy dogs.<sup>4</sup>
- Managing inflammation in kidney tissues can provide a renoprotective benefit.<sup>5</sup>

**Antioxidants to help reduce oxidative stress, an important contributor to the progression of kidney disease.<sup>6</sup>**

**L-carnitine to support healthy muscle maintenance and body condition, which is beneficial for dogs and cats with compromised renal function.<sup>7</sup>**

	DOGS	CATS
	KS Kidney Support for Dogs*	KM Kidney + Mobility Support for Cats*
<b>Total Omega-3 Levels</b>	2.34%	2.4%
<b>DHA</b>	0.38%	0.47%
<b>EPA</b>	0.42%	0.52%
<b>Vitamin E (IU/kg)</b>	652	645
<b>L-Carnitine (mg/kg)</b>	380	484

\*Dry Matter Basis

# al therapeutic diets with kidney disease



## Additional Features for Cats and Dogs

**In addition to providing nutrition for pets with kidney disease, BLUE NVD KS Kidney Support for Dogs and KM Kidney + Mobility Support for Cats provide more benefits, including:<sup>8</sup>**

- Clinically proven to produce a Calcium Oxalate Relative Supersaturation value of < 3 in both dogs and cats
- Clinically proven to produce an average urine pH between 6.8 and 7.3 in dogs and cats.
- Highly digestible and highly palatable
- Calorically dense to promote adequate energy intake with less volume intake
- Clinically shown to produce ideal stool quality
- Complete and balanced nutrition
  - Animal feeding tests using AAFCO procedures substantiate that BLUE NVD KS Kidney Support for Dogs provides complete and balanced nutrition for maintenance of adult dogs.
  - BLUE NVD KM Kidney + Mobility Support for Cats is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

## Additional Features for Cats

**BLUE KM Kidney + Mobility Support for Cats is formulated to nutritionally manage both kidney disease and joint disease with added glucosamine and chondroitin sulfate to support mobility health.**

- Chondroprotectives such as glucosamine and chondroitin sulfate promote healthy cartilage metabolism by providing substrate, upregulating chondrocytes, and inhibiting degradative enzymes.<sup>9</sup>
- A diet containing EPA, DHA glucosamine and chondroitin sulfate, as well as other joint health-promoting nutrients, has been shown to improve mobility in cats with degenerative joint disease.<sup>10</sup>

## BLUE Natural Veterinary Diet KS Kidney Support for Dogs and KM Kidney Support for Cats

### INDICATIONS

- Kidney disease
- Calcium oxalate urolithiasis
- Joint disease in cats

### NOT RECOMMENDED FOR

- Struvite urolithiasis
- Growth, pregnancy or lactation

RECOMMENDED DAILY FEEDING CHART FOR DRY KM	
5 - 9 lbs.	1/4 - 1/2 cup*
10 - 14 lbs.	1/2 - 3/4 cup*

\*Use a standard 8-oz. measuring cup  
458 kcals/cup  
3,961 kcals/kg



Ingredients  
clients prefer  
**3 to 1**

## See Why Pet Owners Prefer Our Formula for Dogs

Pet owners prefer the ingredients in **BLUE Natural Veterinary Diet KS Kidney Support** for dogs 3 to 1 over the ingredients in the leading diet for kidney disease<sup>11</sup>

COMPARE KIDNEY DIETS FOR DOGS				
	BLUE KS	BRAND A	BRAND B	BRAND C
1. Starts with real chicken	✓	-	-	-
2. Contains fruit	✓	-	-	-
3. Contains chelated minerals	✓	-	✓	-
4. Doesn't contain corn gluten meal &/or wheat gluten	✓	-	-	-
5. Doesn't contain corn, soy or wheat	✓	-	-	-
6. Doesn't contain grains	✓	-	-	-
7. Doesn't contain unnamed animal fat	✓	✓	✓	-

### Compare the first five ingredients:

#### BLUE KS KIDNEY SUPPORT FOR DOGS

- Deboned chicken
- Pea starch
- Potato starch
- Peas
- Dried egg

#### KIDNEY SUPPORT DIETS FOR DOGS

##### BRAND A

- Brewers rice
- Pork fat
- Chicken
- Egg product
- Flaxseed

##### BRAND B

- Brewers rice
- Chicken fat
- Corn
- Corn gluten meal
- Natural flavors

##### BRAND C

- Whole grain corn
- Brewers rice
- Dried egg product
- Animal fat preserved with mixed tocopherols
- Sugar



# See Why Pet Owners Prefer Our Formula for Cats

Pet owners prefer the ingredients in BLUE Natural Veterinary Diet KM Kidney + Mobility Support for Cats 3 to 1 over the ingredients in the leading diet for kidney disease.<sup>11</sup>

Ingredients clients prefer  
**3 to 1**

COMPARE KIDNEY DIETS FOR CATS				
	BLUE KM	BRAND A	BRAND B	BRAND C
1. Starts with real chicken	✓	✓	-	-
2. Contains fruit	✓	-	-	-
3. Contains chelated minerals	✓	-	-	-
4. Doesn't contain corn gluten meal &/or wheat gluten	✓	-	-	-
5. Doesn't contain corn, soy or wheat	✓	-	-	-
6. Doesn't contain grains	✓	-	-	-
7. Doesn't contain unnamed animal fat	✓	✓	✓	-

## Compare the first five ingredients:

### BLUE KM KIDNEY + MOBILITY FOR CATS

- Deboned chicken
- Peas
- Pea starch
- Dried egg
- Potato starch

### COMPARE KIDNEY DIETS FOR CATS

#### BRAND A

- Chicken
- Brewers rice
- Corn gluten meal
- Whole grain wheat
- Pork fat

#### BRAND B

- Brewers rice
- Corn
- Chicken fat
- Wheat gluten
- Corn gluten meal

#### BRAND C

- Brewers rice
- Whole grain corn
- Corn gluten meal
- Soybean meal
- Animal fat preserved with mixed tocopherols



## You can count on the quality and safety of BLUE Natural Veterinary Diet KS and KM

Blue Buffalo® conducts ongoing clinical research and product testing to provide pets with the best possible nutrition.

All formulas are thoroughly tested to ensure **safety and compliance**.

BLUE formulates and manages the nutritional profiles of its products **in house** with a full team of PhD animal nutritionists, technical services veterinarians and animal scientists.

### PhD Animal Nutritionists

Responsible for:

- Developing formulas
- Analyzing nutrients to ensure efficacy
- Research and development to continue delivering enhanced products

### Certified Food & Bakery Scientists

Responsible for:

- Ensuring all nutrients remain intact during manufacturing and product shelf life
- Developing and managing the palatability and appearance of formulas

### Technical Services Veterinarians

Responsible for:

- Internal and external technical support
- In-clinic veterinary support

### DVM / PhD

Responsible for:

- Product innovation and development
- Technical and scientific training

## For greater flexibility, BLUE's manufacturing is a blend of owned and partner manufacturing



- Allows for production of the same diet at multiple locations for redundancy.
- BLUE's expertise of specialized manufacturing and access to new technologies is increased.
- Partnerships support continuous innovation and development of new products.
- The speed to market is increased with immediate facility or equipment availability to launch new products.
- Ongoing manufacturing developments are supported for quality and safety.
- BLUE sources the ingredients used in its formulas to ensure product quality and safety.
- All manufacturing facilities follow BLUE's quality, safety and testing protocols.

<sup>1</sup> Brown, Scott A. Renal Dysfunction in Small Animals. *The Merck Veterinary Manual*, October 2013. Web. July 2016. <[www.merckvetmanual.com](http://www.merckvetmanual.com)>

<sup>2</sup> Forrester S et al. Chronic Kidney Disease. Ch.37 In Hand M et al. *Small Animal Clinical Nutrition*. 5th Ed. Topeka, KS: Mark Morris Institute; 2010. pp 765-810.

<sup>3</sup> Polzin D. Chronic Kidney Disease. Ch.311 In Ettinger S et al. *Textbook of Veterinary Internal Medicine*. Volume 2. 7th Ed. St. Louis, MI: Saunders Elsevier; 2010. pp 1990-2021

<sup>4</sup> Brown SA. Functional foods and the urinary tract. *Vet Clin North Am Small Anim Pract*. 2004; 34:173-185.

<sup>5</sup> LeBlanc CJ et al. Effects of dietary supplementation with fish oil on in vivo production of inflammatory mediators in clinically normal dogs. *Am J Vet Res*. 2008; 69:486-493.

<sup>6</sup> Brown, Scott A. Oxidative stress and chronic kidney disease. *Vet Clin Small Anim*. 2008; 38: 157-66.

<sup>7</sup> Ringseis R et al. Mechanisms underlying the anti-wasting effect of L-carnitine supplementation under pathologic conditions: evidence from experimental and clinical studies. *Eur J Nutr*. 2013; 52: 1421-1442.

<sup>8</sup> Blue Buffalo Company, Ltd., data on file, 2016.

<sup>9</sup> Lascelles BDX et al. Evaluation of a Therapeutic Diet for Feline Degenerative Joint Disease. *J Vet Intern Med*. 2010; 24:487-495.

<sup>10</sup> Beale BS. Use of Nutraceuticals and Chondroprotectants in Osteoarthritic Dogs and Cats. *Vet Clin Small Anim*. 2004; 34: 271-289.

<sup>11</sup> Blue Buffalo Company, Ltd., Consumer Research, July 2016.



Learn more about BLUE Natural Veterinary Diets  
Call 888-323-BLUE or visit [TrueBLUEVets.com](http://TrueBLUEVets.com)

