



RenalVet

chronic renal failure in dogs and cats

Diagnostics
Medicines
Nutrition
Cosmetics





RenalVet – product approach

- Chronic renal failure (CRF) is one of the most common ailments of the urinary tract of dogs and cats.
- The kidneys are a major organs. Their task is to purify the blood of waste products, regulate water and electrolyte balance, produce vitamin D, regulate blood pressure and stimulate the production of red blood cells.
- Chronic renal failure is an irreversible disease. Proper diet and treatment can help reduce the symptoms and slow the progression of this disease.
- The category has only one product, especially for cats hostile form - powder and a relatively high price



RenalVet – product approach

There is a huge need for pets owners and vets for such product

effective

both tasty and convenient form

as support of treatment



RenalVet

Indications

- Phosphate binder to support dogs and cats with symptoms of chronic renal failure

Advantages

- Excellent product tolerance and high palatability own research confirmed flavor
- Effective and convenient dosage:
 - Cats and dogs for 10 kg of body weight -1 capsule per day (per one meal)
 - Dogs over 10 kg body weight - 2 capsules daily (per one meal)
- Comfortable soft capsule form: Twist Off
- Attractive price vs performance

Content

- Calcium carbonate, chitosan, vitamin D3

Dosage

- 1 capsule per one meal

Packaging

- 60 twist off capsules





Progression of renal disease: Diet

- Protein
- Phosphorus
- Calories
- Lipids



Conservative medical management of CRF: Phosphorus binders

- Most phosphorus binders contain Ca^{+2} or Al^{+3}
- Constipation is common side effect
- Al^{+3} containing phosphorus binders are not considered safe in humans with CRF due to Al^{+3} retention
- Risk of Al^{+3} intoxication in dogs and cats is uncertain



RenalVet – aim of the product

- Dietary supplements cannot help in decreasing the protein level in the diet but could help decrease the level of phosphorus absorbed.
- It is possible thanks to dietary phosphorus chelating. The whole process occurs in the alimentary tract lumen and phosphorus is simply not absorbed into blood
- The substances which are able to chelate dietary phosphorus and which are concurrently within food are calcium carbonate and chitosan
- Thanks to that the decrease of dietary phosphorus occurs and prolongation of kidney patients survival



Chitosan

- Chitosan is partially deacylated acetyl-glucosamine polymer
- In animals with kidney failure chitosan could help in eliminating urea toxins from the body what improves clinical state of the patients.
- In clinical conditions chitosan is used in combination with calcium carbonate as a product improving phosphate binding in alimentary tract
- In cats results in decrease in plasma phosphorus level, decrease of parathormone level and decrease the elimination of phosphorus with urine



Vitamin D

- Kidneys are responsible for the transformation of inactive vitamin D into active dihydroxycholecalciferol
- In case of kidney failure the ability to active vitamin D synthesis is also impaired, so its supplementation could be clinically necessary
- Vitamin D contained in the product is considered to be a complementation of potential deficiencies due to kidney failure



Product positioning

- Our direct competitor is Ipakitine (Vetoquinol)
- We are better because:
 - We have much more calcium carbonate (it is much better chelator than chitosan)
 - We have vitamin D – the product is not pure phosphorus chelator, but also replenish the deficiency of the substances potentially decreased in kidney failure patients