



Pug 25 A special food for a special moloissoid

Despite the dignified, even anxious moloissoid appearance, the Pug can't hide his happy, affectionate, totally loyal - even exclusive - nature for long! Sometimes unruly as a youngster, firm, kind training turns him into a totally calm and level-headed dog. His square («cobby») muscled physique means he plays with calm and dignity.

The Pug is undoubtedly the oldest of the small moloissoid breeds, with historians reporting its existence for two or three thousand years. Originally from China and sharing the same origins as the Mastiff or Tibetan Mastiff, the Pug arrived in Europe via Holland in the 16th century. The breed quickly became a favourite in the royal courts, before it was supplanted by the Pekinese and terriers. It was not until the 1960s that the Duke and Duchess of Windsor restored the breed to royal favour.

Today, as a result of discussions with breeders keen to support a charming breed, and the benefit of scientific advances in terms of nutrition, Royal Canin launches a new food dedicated to the breed: **PUG 25**.

A FACE WITH NO COMPARISON...

Carried on a large, round head, the short muzzle is completely square and not turned up. The jaw is characteristically brachycephalic, with slight lower prognathism, and the incisors are implanted almost in a straight line. In fact, picking up an object or food that is too flat is very difficult, and the Pug has a tendency to swallow his food without crunching.

► The **PUG 25** kibble has been specially designed in the shape of a cloverleaf, so that it is not flat and has plenty of points from



which to pick it. The size and texture encourage the dog to crunch, which provides mechanical brushing for the teeth and slows down the build up of dental plaque. Calcium chelators in the formula make the absorption of salivary calcium easier and prevent the appearance of tartar.

A DELICATE SKIN WHICH NEEDS CARE...

The Pug's short hair clearly displays his skin, which is folded around the face as the breed standard requires. These folds can retain natural humidity in the skin and encourage the appearance of cutaneous irritation. Regular cleaning is necessary for good hygiene, and food can also contribute to good health:

► A patented complex of four B vitamins and an amino acid help reinforce the effectiveness of the cutaneous barrier. Omega 3 fatty acids, EPA-DHA from fish oil and vitamin A have a supportive anti-inflammatory action.

A CHARACTERISTIC PHYSIQUE «Multum in parvo» great substance, small size!



Special brachycephalic morphology

The Pug's compact form shows off crisp, firm muscles. Regular, gentle walks, avoiding strong heat and intense effort, are enough to keep him in shape when combined with the right food, served in the right amount, and not too many treats. Regular, gentle exercise is also good for the digestive system.

► **PUG 25** is based on ultradigestible (90%) proteins and a combination of fibres to stimulate transite and protect the intestinal flora.

This little dog has a relatively long life expectancy, and regular veterinary checks and a specially adapted diet can help make this long life a comfortable one.

► **PUG 25** is enriched with antioxidants which are effective against free radicals: vitamins E and C, taurine, active plant extracts such as luteine and grape polyphenols.

NUMEROUS NAMES FOR JUST THE ONE BREED!

What the Pug is called depends on the country:

- England: **PUG** comes from the Latin word *pugnus* meaning fist,
- Holland and Germany: **MOPS**, from the verb *moppen* which means *appearing irritated*,
- Italy: **CARLIN**, the surname of actor Carlo Bertinazzi famous for playing the Harlequin, whose black mask is reminiscent of the dog,
- France: **CARLIN** is a diminutive of Carlino.



PUG 25 is available in 1,5kg packs from specialist pet shops.

Press contact :
Virginie Harnois – 02 33 35 48 87
alliage.com@wanadoo.fr