

Pure Genius

Intelligent Nutrition for the Purebred Dog™

Pug 25™




ROYAL CANIN
B REED H EALTH N UTRITION™

Big Things Come in Small PUG-ages

The Pug breed has maintained its seductive power for over two millennia, and they can best be described as *multum in parvo*, meaning plenty of substance in a small space. Behind those big, round eyes and small stature (30 cm tall), thrives a lovable companion, compact in form and healthy in muscles. Yet beneath a diminutive coat of either silver, apricot, fawn or black, lies extremely sensitive skin that must be treated with care.

▼ Very Specific Features

Brachycephalic and slightly prognathous, the Pug has a large, round head with a short, square muzzle. This characteristic jaw, along with very thick lips, makes it difficult for your Pug to grasp food, resulting in a tendency to swallow the kibbles whole without crunching them.

▼ Natural-Folded Skin

The Pug's short hair really shows off this breed's folded skin, particularly around the face. Because they retain humidity, the folds can, unfortunately, give rise to dermatological problems. However, regular and thorough cleaning helps reduce these risks.

▼ Ever-Mindful Respiratory Capacities

A thick tongue, a very long soft palate and receding nostrils are all factors that affect your Pug's breathing. Therefore, it is essential to monitor exercise habits, particularly during hot weather, and to manage your Pug's weight.

Worth Knowing!

A balanced diet and physical exercise are priorities for the Pug breed. But, considering your Pug's physical characteristics and, particularly, breathing, regular gentle walks are enough to keep your affectionate companion in good shape.

Your Soft-Hearted, Affectionate & Faithful Friend

Sensitive, loyal and loving ... you can never give your Pug too much attention. Though slightly unruly as a pup, firm and fair training will soon turn your Pug into a calm and level-headed dog who still has a cheerful nature. Quite happy with life in an apartment, your Pug prefers to be alone with you and regrets any time apart.



Once Upon A Time

Originating in China, the Pug became an essential member of the royal courts of Europe and was the favorite pet of Marie-Antoinette, Madame de Pompadour and Joséphine de Beauharnais, wife of Emperor Napoléon I. The Pug breed is known as “Carlin” in France, “Mops” in the Netherlands and Germany, and “Carlino” in Italy.

A Kibble Designed for Easy Prehension



Actual Size

Unique cloverleaf shaped kibble

The Pug derives its name from *pugnus*, which is Latin for *fist*, and is so named because of the way the Pug's head resembles a closed hand. With this in mind, we specially shape our kibbles to accommodate the Pug's unique facial structure, ensuring ample nutrition intake with every bite.

▼ Optimized Shape & Texture

Pug 25™ features a cloverleaf shaped kibble and unique texture making it easy to grasp and encourages chewing. Chewing helps promote optimal dental hygiene that perfectly meets the Pug's needs.

▼ Exclusive Formulation

The synergistic action of chelators, which trap salivary calcium and polyphenols, help reduce bacterial attack and limit the development of dental plaque.

▼ Good Practice

Adhere to and maintain the recommended daily feeding portions.

The result of specialized scientific research, the Pug 25™ kibble is perfectly adapted to the Pug's very individual muzzle, teeth and jaws.

Pug 25™

Special Brachycephalic Morphology



With the Pug's broad head and very short muzzle, this breed is said to be "brachycephalic." Accordingly, the specially tailored size, shape and texture of Pug 25™ kibbles make them easier to grip and encourage chewing. Finally calcium chelators help slow tartar formation and ensure optimal oral and dental hygiene.



Wrinkled Skin Care

Supports the skin's natural defensive barrier with a complex of 4 B vitamins and 1 amino acid. Omega 6 fatty acids help enhance coat shine.



Healthy Weight

Pug 25™ maintains your Pug's muscle tone and encourages ideal weight.

Longevity

Pug 25™ helps continue vitality in older pugs with a combination of green tea polyphenols, vitamins C and E, glucosamine and chondroitin.



Pug 25™ Ingredients

Chicken meal, brown rice, rice, corn, oat meal, chicken fat, corn gluten meal, natural chicken flavor, soy protein isolate, dried beet pulp (sugar removed), wheat gluten meal, anchovy oil (source of EPA/DHA), dried brewers yeast, soya oil, potassium chloride, calcium carbonate, fructo-oligosaccharides, DL-methionine, salt, sodium tripolyphosphate, taurine, vitamins [dl-alpha tocopherol (source of vitamin E), inositol, niacin supplement, L-ascorbyl-2-polyphosphate (source of vitamin C), D-calcium pantothenate, biotin, pyridoxine hydrochloride (vitamin B6), riboflavin supplement (vitamin B2), thiamine mononitrate (vitamin B1), vitamin A acetate, folic acid, vitamin B12 supplement, vitamin D3 supplement], L-lysine, choline chloride, magnesium oxide, Trace minerals [zinc proteinate, zinc oxide, ferrous sulfate, manganese proteinate, copper proteinate, copper sulfate, manganous oxide, calcium iodate, sodium selenite], glucosamine hydrochloride, marigold extract (Tagetes erecta L.), tea (green tea extract), L-carnitine, chondroitin sulfate, rosemary extract, preserved with natural mixed tocopherols (source of Vitamin E) and citric acid.

Guaranteed Analysis

Crude protein (min) 25%, Crude fat (min) 14.5%, Crude fiber (max) 3.3%, moisture (max) 10.0%, Omega 3 fatty acids (min) 0.57%, Omega 6 fatty acids (min) 3.45%, L-carnitine (min) 100 mg/kg.

Calorie Content

This diet contains 4017 kilocalories per kilogram or 352 kilocalories per cup ME (metabolizable energy) on an as fed basis (calculated).

Your Pug's Life-Long Nutritional Program



MINI Babydog 30™
Weaning through
8 weeks



MINI Puppy 33™
9 weeks to 10 months



Pug 25™
Over 10 months
(adult and mature stage)

Recommended Daily Feeding Portions for Pug 25™

Weight of Dog (lbs.)	Lean		Normal		Overweight	
	Cups	Grams	Cups	Grams	Cups	Grams
2	1/3	34	1/3	31	1/3	28
4	2/3	56	1/2	51	1/2	46
6	3/4	75	3/4	68	2/3	61
8	1	93	1	84	3/4	76
10	1-1/4	109	1-1/4	99	1	89
12	1-1/2	125	1-1/4	113	1-1/4	102
14	1-2/3	139	1-1/2	127	1-1/3	114
16	1-3/4	154	1-2/3	140	1-1/2	126
18	2	167	1-3/4	152	1-1/2	137
20	2	181	1-3/4	164	1-2/3	148

1 cup = 8 fluid ounces = 88 grams

This is only a guide. Optimal feeding amounts may vary according to your dog's temperament, activity level and environment.

Royal Canin

An Absolute Demand for Quality and Safety

100% Balanced and Complete Nutrition

Pug 25™ Breed Health Nutrition™ is formulated to meet the nutritional levels established by the AAFCO (Association of American Feed Control Officials) Dog Food Nutrient Profiles for maintenance.

100% Satisfaction Guaranteed

If you are not completely satisfied with your Royal Canin product, Royal Canin will replace the product or refund your purchase price.

Contact us at 1.800.592.6687 for more details.



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