

PETBARN

Passionate about Pets



Greencross Vets



PETBARN

See the Change

12 Week Pet Health and Nutrition



Play at Home Handbook

Are you ready to help your pet become an even healthier, happier version of themselves?

Our 12 Week Pet Health and Nutrition Challenge is back for 2021 and it's bigger than ever! For pets that need to trim down, senior pets that need more attentive care or cats that set off their Pet Parents allergies, this challenge is for YOU.

During the challenge your pet will transition onto a new diet and . by the end of the 12 weeks, you and your pet will be able to (and more importantly them) 'See the Change.'

From the beginning of April, you can follow our 10 official participants on our social channels and play along at home to go in the running to win some

fabulous prizes (jump to page 16-17 for more info on how to WIN).

We're all about transforming your pet's health and wellbeing, and it starts with the food you feed them. We're so excited to have you join us on this wellness adventure and hope this handbook will help you document the start of your pet's wellness journey.

Be sure to share your journey with us by using the hashtag #PetbarnSeeTheChange on your post. We can't wait to see your pets transformation!



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Be sure to share your journey with us by using the hashtag **#Petbarnseethechange** on your post.

Now, jump to it! We can't wait to see the results.





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This part is super important

The 12 Week Challenge



The 12 Week Challenge

We're live with our official 'See The Change' challenge featuring 10 Pet Parents and their pets on our Facebook and Instagram channels! We'll be sharing their progress over the next 12 weeks to inspire you to 'See The Change'.

Now it's YOUR turn to join in and participate as well. Use this handbook to guide you along and as a resource for how to get the most out of the challenge.

If you're not sure which food would work best for your pet, you can visit your local Greencross Vet for nutrition advice and recommendations or chat to our Petbarn staff in-store for a personalized health and nutrition plan before you start.

Our teams will be happy to help point you in the right direction and share with you vet recommendations and approved health and wellbeing advice.

Introducing the official food of the 12 Week Challenge.

Petbarn and Greencross Vets together with our pet care food suppliers will help to guide you and your pet through the 12 weeks.

Your local Petbarn store can advise you on which one of these products is right for your pet during the **12 Week See the Change Challenge**.



+ Reduce Cat Allergens



Pro Plan® LiveClear™*

Suited for Pet Parents that are sensitized to cat allergens, but have cats anyway - we don't blame them!

*Allergens are reduced by an average of 47% starting in the third week of daily feeding.

♥ Senior Care



Hill's Science Diet Senior Vitality

Recommended for pets over 7 years old who have lost the shine in their coat, their up and go and interest in exercise.

🏠 Weight Management



ROYAL CANIN® Light Weight Care*

Recommended for pets who are overweight, who overeat and have a tendency to easily gain weight.

*Results show 90% achieved a healthier weight.

Reduce cat allergens with LiveClear™

Just because you are sensitised to cat allergens, doesn't mean you have to miss out on having snuggles with your favourite feline.

If you're the 1 in 5 people globally who are sensitised to cat allergens, you will be well versed in how to manage it. Lots of cleaning and creating cat-free spaces in your home. Now, there is a scientific breakthrough (more than 10 years in the making!) to provide an additional measure to help manage the cat allergen burden within the home.

What causes cat allergies?

Allergens in cat hair and dander can greatly affect the lives of cats and their owners. Are you one of them?

Most people think that these sensitivities to cat allergens are caused by cat hair, but that is not true. This is actually caused by an allergen called Fel d 1, found in cats' saliva. When cats groom themselves, they spread the saliva onto their hair, and shed the hair and dander into the environment, leaving a trail of allergens throughout the home.



Purina Pro Plan® LiveClear™ reduces allergens by an average of 47% starting in the third week of daily feeding.

How does it work? The key ingredient is a specific protein from eggs. When cats eat Pro Plan® LiveClear™, the protein binds to the Fel d 1 and safely neutralises it in the cat's mouth. By reducing active Fel d 1 in the cat's saliva, it reduces the allergen that is transferred to the cat's hair (and dander) when they groom, ultimately reducing the allergen in the environment.

Bright eyed and bushy tailed with Senior Vitality

Nearly 50% of pet parents don't feed their senior pets the right kind of food to meet their nutritional needs.*

Adult, puppy and kitten foods are formulated differently. So too are senior dog and cat foods – which is why it's so important to re-evaluate a pet's nutrition plan when they reach 7.

A single sign could be a reason to switch:

- **Look** Has your pet's coat or fur lost its shine?
- **Act** Does your pet appear to have lost their get up and go?
- **Feel** Do you feel your pet is less interested in activities or playing?

How to support your senior pet's vitality.

A pet's biology changes as they age - by switching to Hill's Science Diet Senior Vitality you can help support your age 7+ pets energy and improve their everyday ability to get up and go.

Older dogs can develop health issues as they age, so it's crucial you schedule regular checkups with their vet to keep tabs on their health.



Hill's Science Diet Senior Vitality. The right steps forward to support senior vitality in your pets:

- Ingredients to support brain health, interaction, energy and vitality.
- Vitamin E and omega-6 fatty acids to promote a healthy coat.
- Easy-to-digest ingredients for healthy digestion.

A slimmer and trimmer pet with Light Weight Care

Obesity is a common health issue that impacts pets too. Overweight pets may live up to 2.5 years less than those of an ideal weight[†], which is why it's important to choose the right product for your pet's wellbeing to improve their health and longevity.

Concerned your pet is overweight? Here are the signs to look out for:

- Runs out of energy quickly
- Sits down a lot
- Waddles when walking
- Has slower movement over time

How to improve your pet's weight in 12 weeks.

Unknowingly pet parents overindulge their pets with too large a portion size or overfeeding, which is a primary reason why pets become overweight.

Switching your pet to a calorie-controlled and nutritionally balanced diet like Royal Canin Light Weight Care can help manage your pet's weight*.

[†]Salt C et al. Association between life span and body condition in neutered client-owned dogs. J Vet Intern Med 2018;1-11.
* Results show 90% achieved a healthier weight.



ROYAL CANIN® Light Weight Care. It's time to lighten your pet's load!

- Reduce calorie intake – a calorie controlled, high protein, low fat formula helps maintain muscle mass while reducing weight gain.
- Appetite satisfaction – a specific mix of soluble and insoluble fibres promotes the feeling of fullness.
- Smart nutrition – formulated to go a step further by effectively targeting specific health sensitivities.



24/7 Vet advice with WebVet – Your pet's healthcare team at Greencross Vets available anytime, anywhere!

Need qualified Vet advice? Can't get to the Vet?
Is your Vet closed? Unsure what to do next?

Put your mind at ease with Greencross Vets 24/7
WebVet service – connecting Pet Parents to our
dedicated and qualified team of veterinarians
available anytime, anywhere.

- Whether you have an urgent pet concern or general questions about your pet's wellbeing and diet, WebVet can help you anytime, anywhere, and is available to everyone.
- Speak with a veterinarian via video call from the comfort of your own home. Our friendly team can assess your pet and provide professional advice.
- If you are a client of Greencross Vets our team can access your pet's medical records.
- Your Webvet veterinarian will evaluate your pet and share their recommendations with your regular vet, ensuring continuity of care where needed.



Our WebVets are available 24 hours
a day, 7 days a week including public
holidays. Whatever your question or
concern, our vets are here for you.

It's only **\$39.50** for a consultation
OR
FREE if you're a **Healthy Pets
Plus member.**

Speak with one of our WebVets today
and See the Change for your pet.
www.greencrossvets.com.au/webvet/

Special diets for specialised care.

Our friendly team at Greencross Vets are here to help and it's easy to find a clinic close to you. Our Vet and Vet nursing teams are passionate about pets and deliver the highest standards of veterinary care. Find your closest Vet at: greencrossvets.com.au/find-a-vet



Your vet may recommend a Veterinary diet for your pet.



Hill's Prescription Diet

If your pet is slowing down or struggles with their mobility, our Greencross Vets may recommend Hill's Prescription Diet to help your pet to continue to enjoy a happy and active life.



ROYAL CANIN® Satiety Weight Management

If your pet is very overweight, your Greencross Vet may recommend a therapeutic diet. Royal Canin Satiety Weight Management is precisely formulated for safe and effective weight loss. The high protein content supports healthy weight loss and a high natural fibre content keeps pets satisfied between meals.

Want to WIN a year's worth of food for your pet?

We thought you might. Here's how:

1. Purchase one of the products included in the See the Change challenge from your local Petbarn, Greencross Vets or online at Petbarn.com.au



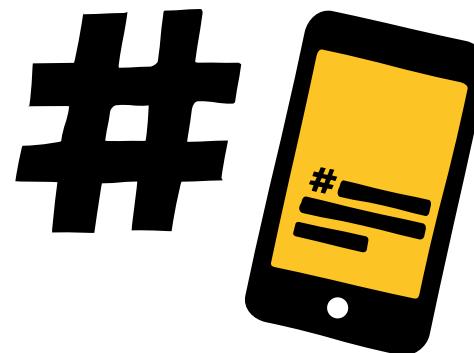
2. Submit your entry on Facebook or Instagram for your chance to WIN by following the next steps:



3. Describe in 50 words or less how you have 'Seen the change' during the challenge.



4. Take a Before and After photo including relevant food packaging in at least 1 photo.



5. Include all required hashtags with your post (refer T&Cs for detailed instructions on hashtags).

6. Upload your post no later than 18th July 2021 for your chance to WIN!



Full terms and conditions can be found on our website here petbarn.com.au/see-the-change-terms.

T&Cs: AU res 18+. Starts: 29/3/21. Ends: 11:59pm AEST 18/7/21. Limit 1 entry p/pet. Entries divided into groups according to the animal (dog or cat) and then according to the product used during the challenge (Hills science, Royal Canin or Pro Plan). Draws: 3pm AEST on 21/7/21 at S5 Erina Plaza, 210 Central Coast Highway, Erina NSW 2250. Any ACT winner or SA winner of prize valued at over \$250 published on the Promoter's Facebook/Instagram on 29/7/21. Prizes (2 p/group): 1x years supply of food relevant to the product used in the challenge. See terms for full details. Promoters: Petbarn Pty Ltd (ABN 78 001 802 759) of U6, 372, Eastern Valley Way Chatswood, Sydney NSW 2067 & Greencross Pty Limited (ABN 58 119 778 862) of U6, 372, Eastern Valley Way Chatswood, Sydney NSW 2067. NSW. TP-00757. ACT. TP21/00131. SA. T21/130.

How to transition your pet to their new food



How to transition your pet to their new food

Changing your pet's diet is not something you can do overnight. The shift to their new food should be made slowly to avoid stomach upsets. Here's our guide of how to transition your dog or cat to a new food in a smooth and comfortable way for them.

While we can happily eat a variety of foods in one day, our pets have very different digestive systems, which needs a focus on balance. Some pets are likely to have a more sensitive stomach than others so an abrupt change in diet can lead to digestive upsets.

Gradually introducing the food over a 14-day period is the best way to avoid some of the issues that can occur with a change to diet.

Throughout the 14-day period, you should keep a close eye on your pet's digestive health. If you notice any minor upsets, including diarrhoea or vomiting, you should stop the transition until this has settled. Contact WebVet (greencrossvets.com.au/webvet) or your local Greencross Vets clinic if you are concerned.

You also need to make sure that you are not overfeeding your pet during the transition process. Ensure that you are paying close attention to the recommended quantities for your pet's weight and size (this information can be found on the packaging) - feeding too much can also lead to your pet gaining weight.



We're here to help!
If you have any questions about transitioning your pet to a new food, speak with your local Greencross Vets for advice.

We recommend the following approach to transition your pet to their new food

80%
old food



20%
new food

60%
old food



40%
new food

40%
old food



60%
new food

20%
old food



80%
new food



100%
new food

**Time to get
the most
out of our
12 Week
Challenge**



Documenting the 12 week challenge

First, let's take a selfie!

We'd love you to share your journey with photos and videos. To keep track of your progress, you can take photos of your pet (or with you too) or snap a weekly video diary of you and your pet, sharing any positive changes you've noticed.

We know the bond with your furry friend is one of the most important aspects of your life.

We'd love to see your pets transformation and wellness journey, don't forget to use the hashtag #PetbarnSeeTheChange on your posts so we can see them.

Get out there and exercise!

For us humans, diet is a big part of maintaining our health and wellbeing, but exercise is just as important!

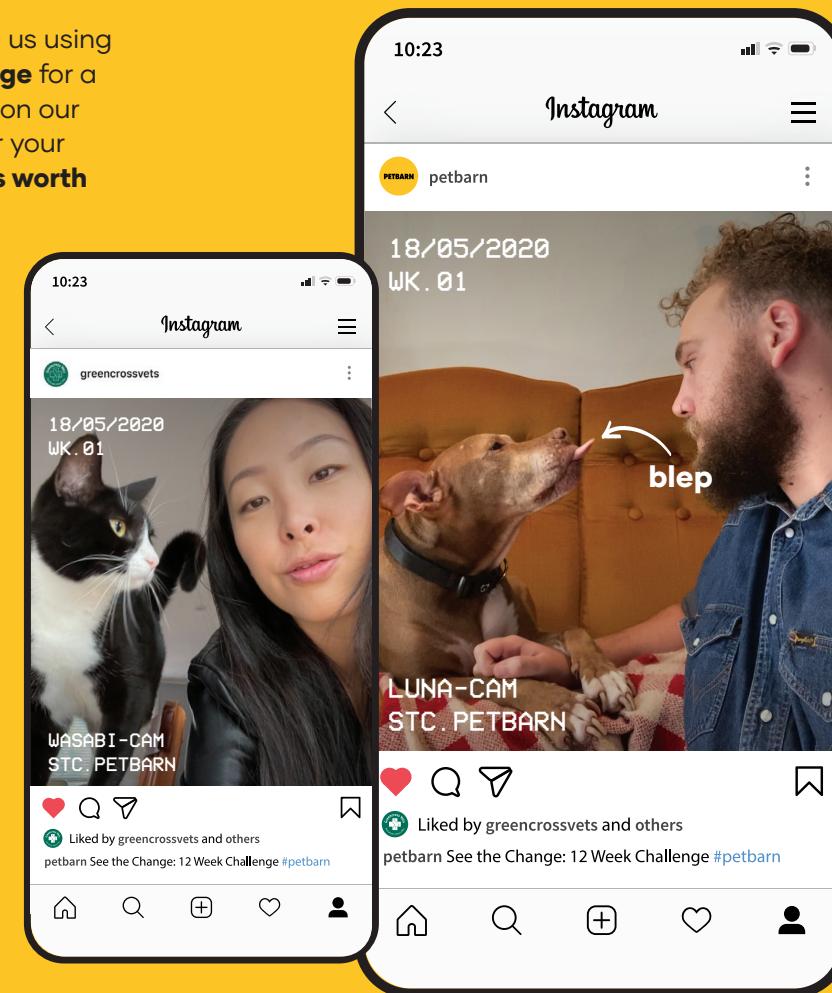
We encourage you to make sure you're getting in time each day for your pet to exercise with plenty of activity and play.

Whether it's as simple as getting out with your dog for a daily walk, or throwing your cat's favourite toy in the living room.

We've broken the 12 week challenge into three sections. The following pages should give you an idea of the different things you can capture!

Tag! You're it

Share your photos with us using **#PetbarnSeeTheChange** for a chance to be featured on our social channels and for your chance to **WIN a year's worth of food for your pet!**



* Refer page 20 for competition details.

Some things to watch out for



No smooches for the pooches

Although you love your pet, we don't encourage kissing them. Pets can carry all sorts of nasties that we don't want to enter your body.



Watch the ruff language

We get it, you love your pet! But please don't let yourself get carried away and start howling swear words on camera. This is a family show - so we don't want them to learn any naughty words.



Feline not so fine

Nobody wants to see your pet under any unnecessary stress or anxiety, so be sure not to force your pet to do something for the camera they don't want to do. It's best to film your videos with them only if they're calm and comfortable.



Too many treats

If you decide to be the best Pet Parent ever, and want to give your pet treats, be careful not to trade too many in return for smiles. We don't want to see our play at home paw-ticipants going backwards in the challenge!

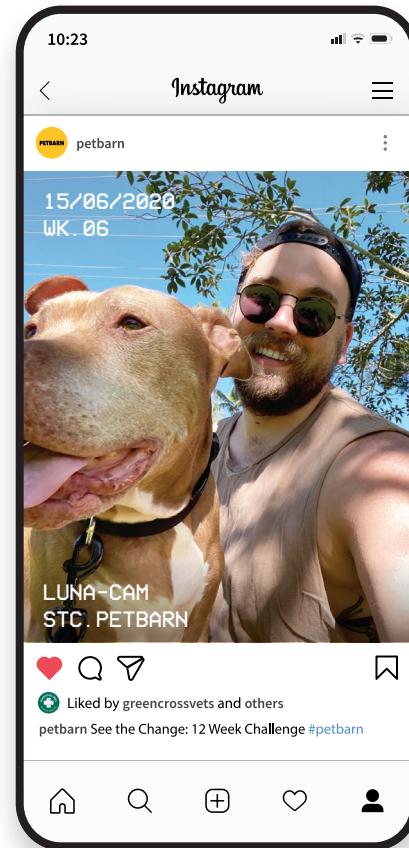
Before you start the challenge

1. A short introduction video of you and your pet

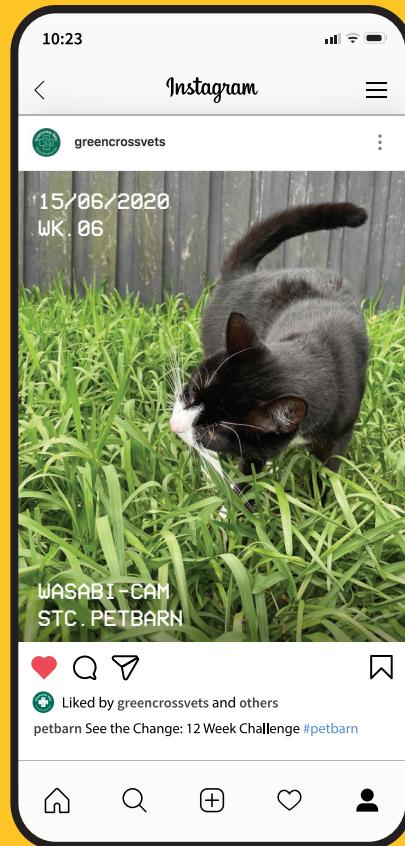
Your first Video Diary! We want to hear their story, and about your concerns you have surrounding their health and wellbeing.

2. It's all about the angles

Snap a few "before" photos of your pet from different angles (front, over the top and from the side). Try to take these photos in a place that you can easily replicate for the "after" shots so you can do side-by-side comparisons at the end of the challenge.



Throughout the challenge



1. Video Diary

Record a selfie style video of you with your pet discussing any changes you're seeing. Try to keep it positive, as Mum always said, if you've got nothing nice to say, it's better left unsaid!

2. Dinner time

Photos or videos of your pet eating their new diet.

3. Walkies!

Capture your pet doing exercise (this could be playtime or out on walks).

4. Toy story

Show us how much your pet loves their toys! Play fetch or capture them conquering a puzzle toy.

5. Best buddies

If your pet likes to interact with other pets, we'd love to see them playing together or exploring with their friends.



After the challenge

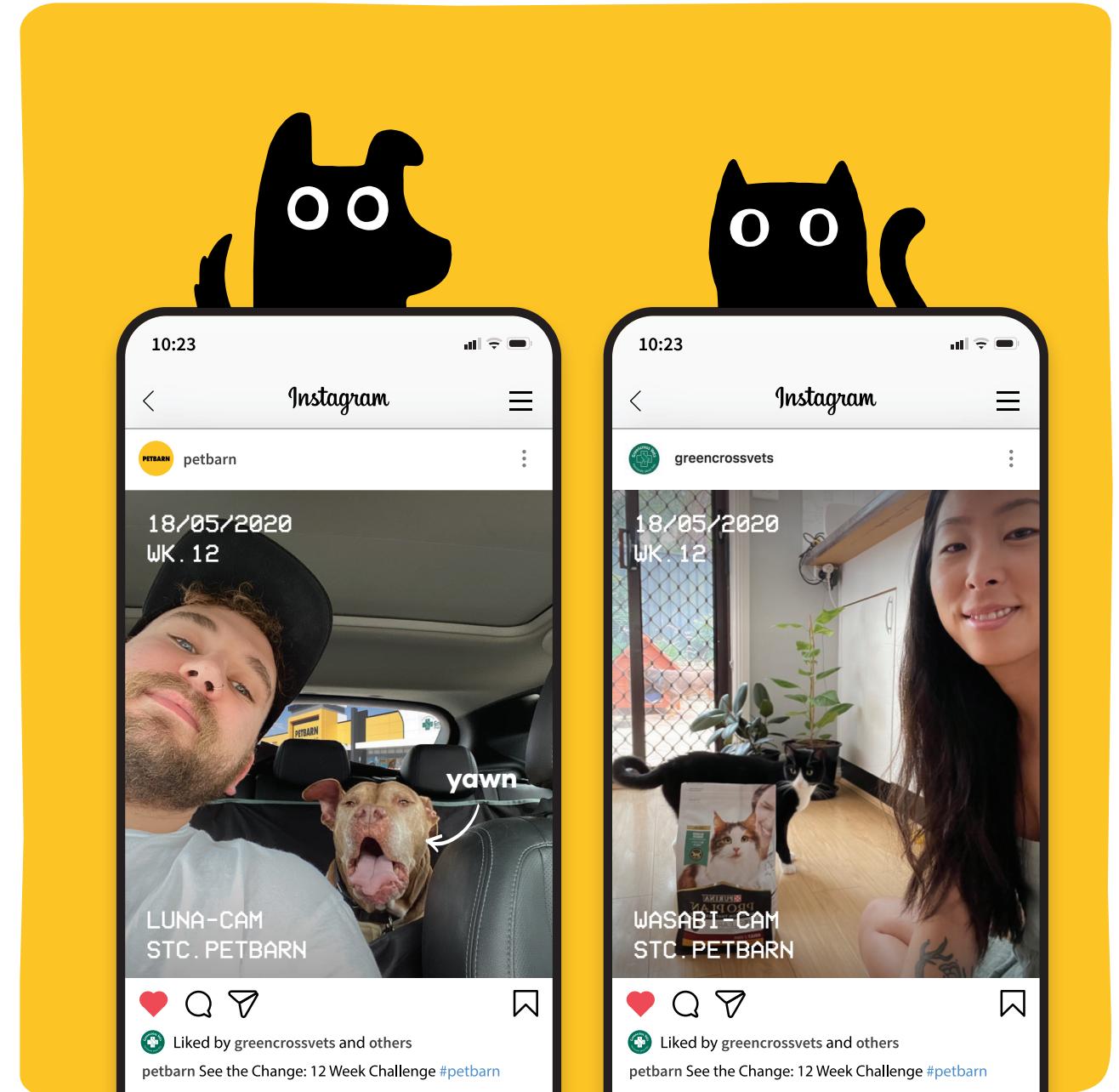
1. The all important results

Let's see a few "after" photos of your pet from the same angles you took the "before" photos (front, over the top and from the side). Try to take these photos in the same place as the "before" shots, so you can do a side-by-side comparison.

2. A short wrap-up video of you and your pet

Your final Video Diary. Rewatch your first video and reflect on what you had hoped to get out of the 12 week health and nutrition challenge. We want to hear how you and your pet went with the challenge. Tell us about the changes you have noticed in your pet over the past 12 weeks.

Would you consider keeping your pet on this food for the years to come?



First Week



A short intro video of you and your dog.

Your pet's 'before' photos.



Consider booking a consultation at your local clinic or speak with a vet from home with WebVet.

Week Two

Let's get physical!

Snap a photo or video of you and your pet during playtime or your daily exercise.

Week Three



Boredom busters:

Show us how your best mate keeps themselves entertained.

Week Four



Sleeping beauty:

Snap a photo of your pet in their go-to sleeping position Snap a photo of your pet in their go-to sleeping position.

Week Five



Together time:

What's your morning routine? Fresh coffee with the newspaper? Show us how you two do mornings!

Week Six

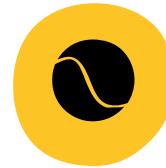


Halfway video of you and your pet - tell us how you're tracking halfway through.



Have a question about your pet? Chat with a qualified vet via video call with WebVet 24/7 from the comfort of your home.

Week Seven



Toy story:

Show us the toy box, how spoiled is your pet?

Week Eight



Trick and treat:

Does your furry friend have a fun party trick? We'd love to see it!

Week Nine



Fighting fit:

Snap a photo or a video of you and your pet getting in some exercise at home.

Week Ten



Grooming:

Grab a brush and show us their grooming regime. Have you noticed any changes in their coat?

Week Eleven



Together time:

Is tonight your movie night? Show us your couch cuddles.

Last Week



A video wrap-up of you and your pet - tell us how you found the challenge.

Your pet's 'after' photos.



Consider a final consultation at your local Greencross Vets clinic to see how they went and how best to maintain their new lifestyle.

Tips to get the perfect shots



Tips to get the perfect shots

Filming your first video or taking that first photo may be a little daunting. To help get you started we have included some tips below.

1. Vertical orientation

Try shooting your challenge pics in a vertical or 'portrait' orientation.

2. Portrait mode

If your phone has a 'portrait mode' or a similar setting, this can make your photos or videos look like they've been shot by a professional!

3. Turn on your grid

Gridlines can help to create a more appealing composition in your shot.

4. Get closer

More often than not, a photo could be so much better if you took one step closer to make sure everything is in focus.

5. Say no to filters

Although running filters over your photos can be fun, we would love to see your pets filter free!

6. Clean the lens

This one is simple, wipe your lens so it's free of fingerprints or smudges.

7. Forget the flash

Take photos and videos in well-lit locations with natural lighting where possible (outside or by a window is perfect).

8. Use the volume button.

Most phones will let you take selfies using the volume button. This can make for a much nicer photo with a more natural position for your arm.



For your chance to WIN, don't forget to include **#PetbarnSeeTheChange** on all your photos and videos!

9. Peace and quiet

Find a quiet location to record your videos. Try to avoid loud noises in the background like music, TV, talking family members or pesky pet siblings!

10. Practice makes perfect

Plan and rehearse what you want to say and have a quick practice before you start recording.

11. Tidy backgrounds

Consider what is in the background and ensure it is not too cluttered (put your washing in the basket!).

Don't forget:

-  No smooches for the pooches
-  Watch the ruff language
-  Stressed out dogs
-  Too many treats
-  Petbarn products
-  Greencross Vets clinic photos
-  Have loads of fun

Let's do this!

We really hope you enjoy joining in See the Change 2021 and making it as fun and 'official' as you want.

Your pet's health and wellbeing will be the big winner here (not to mention some incidental exercise for you too). Hopefully you can help to motivate other passionate Pet Parents like yourself to take up the challenge too.

Congratulations on getting started - we can't wait to See the Change.



#PetbarnSeeTheChange

PETBARN

**City
FarMeRs**

ANIMATES



aaerc 

 **AEC**
animal emergency centre

 **VRH**
veterinary referral hospital

 **AVC**
ADELAIDE VETERINARY
SPECIALIST & REFERRAL CENTRE

m^v Melbourne Veterinary
Specialist Centre

ARH | ANIMAL
REFERRAL HOSPITAL