



The **R**oyal Treatment

CONTACT:

Candice Wartier at Royal Treatment - 312-587-3105;
cwartier@communication-strategies.com

or

James Pendergast at Darwin's - 206-204-2447;
james@darwinspet.com

FOR IMMEDIATE RELEASE

Darwin's and Dr. Barbara Royal Announce First Prescription-Only Raw Meal that Supports Kidney Health in Dogs

June 17, 2013 - Darwin's Natural Pet Products and Barbara Royal, DVM, CVA, founder and owner of The Royal Treatment Veterinary Center in Chicago, IL, have launched the first prescription-only raw meal for dogs, which has been specifically designed for the kidney patient. The new diet is the first in the line of *Darwin's Intelligent Design™ line of Veterinary meals* formulated by Darwin's and Dr. Royal, which are intended for animals with specific health needs.

"Our goal in creating the *Intelligent Design™ line of Veterinary Meals* is to provide veterinarians with a raw food option for specific needs," Gary Tashjian, president of Darwin's explained. "The first of these is *Dr. Royal's Integrative KS*, which combines complete nutrition for the whole body and proper support for natural kidney function."

Kidney patients often lose their appetite, become dehydrated, lose weight and muscle mass. Integrative KS addresses these health issues. The formula supports muscle development and healthy kidney function with excellent and species-appropriate proteins. *Integrative KS* provides appropriate moisture and optimum nutrition. One of its key features is its palatability, designed to tempt dogs who may have lost their appetite. The fresh, high quality ingredients -- delivered in a species-appropriate raw food -- encourage pets with finicky appetites to eat heartily.

Integrative KS was designed in cooperation with Dr. Royal, an internationally-renowned pioneer in integrative medicine and physical rehabilitation for animals. A passionate advocate of commonsense and cutting-edge approaches to optimal animal health, Dr. Royal's approach provides a bridge between Western and Eastern medicine. In her book, *The Royal Treatment: A*

Natural Approach to Wildly Healthy Pets, she describes how biologically appropriate diets can improve the outcome in even severely deficient animals.

“I see patients every week who are suffering from some level of kidney disease, and I know many of my colleagues can say the same. We understand the complications associated with kidney disease can be better managed through, among other things, a healthier diet,” explains Dr. Royal.

“Based on scientific research supporting the benefits of high-quality protein and its role in improving kidney function in carnivores, the *KS Integrative Diet* uniquely combines the inherent benefits and palatability of raw foods with carefully chosen herbal supplements,” stated Dr. Royal. “I’m proud to be partnering with Darwin in this evolution of pet health and nutrition,” she added.

Once the food has been prescribed by a vet, the meals will be sent directly to the consumer. As with all Darwin’s meals, the food is made from the freshest, high-quality meats and vegetables from U.S. farms.

For the past decade, Darwin’s has set the standard for optimal nutrition with fresh, raw meals. Many holistic vets say they prefer Darwin’s to other raw foods because of its sourcing, ideal blend of natural ingredients, and the company’s integrity.

“There are no grains, fillers, chemical preservatives or chemical additives in any of our meals. Minimal processing makes our foods as nutritious and digestible as possible. Our dog and cat meals are the freshest available, just a few weeks from the farm,” said Tashjian.

Darwin’s offers a free Veterinarian-Only Feeding Trial to encourage vets to observe the benefits of a raw, fresh diet first-hand.

For more information, visit darwinspace.com/rxmeals or royaltreatmentveterinarycenter.com/vets-only.