Myth 6: My pet is really overweight, so I've decided to just feed less

Obesity is a condition that must be treated by a specialist (veterinarian or pet nutritionist) to ensure safe weight loss. Feeding less of a regular pet food will not deliver complete and balanced nutrition at a calorie level that promotes weight loss.

Obesity is the most prevalent nutritional disease in cats and dogs, with between 30-50% of pets estimated as obese. The reason for obese pets is excess calories consumed compared to calories used. Hence, owners could assume that simply by cutting down on the amount of food and calories, the pet will lose weight safely.

Pets that need fewer calories per day still have a daily need for essential nutrients such as protein, vitamins and minerals.
A specific formulated diet is required to deliver essential nutrients in a low calorie food, specifically developed to support healthy weight loss. Losing weight too quickly can cause muscle loss and a weak heart.