FitDog
For the wellbeing of all dogs

*Rehydration
*Energy
*Recovery
Dogs that train and compete actively can be regarded as athletes.

These dogs face a lot of physical stress in their daily lives.

In order to succeed you need to ensure the performance and effective recovery of your dog. Also in some special situations the dog needs extra rehydration (old dogs, recovering from surgery, bitches with puppies).

Sport drinks for people and horses are not suitable for the use of dogs as the physiology of dogs is so different – for instance dogs are not sweating as people and horses.

Dogs need products that are developed to their specific needs.
Solution

- FitDog Finland Ltd is the first Finnish company which has developed its own recipe for performance nutrition for active dogs.
- During the years 2012-2014 FitDog has launched four products to the markets which help to ensure the rehydration, extra energy intake and recovery of active dogs.
Product development team

- Riitta Kempe: Researcher, one of the most well-known Finnish nutritional experts in the field of dogs. Competing in sleddog racing in the World Championship level.

- Minna Leppänen: Doctor in veterinary sciences, MBA.

- Katja Honkasalo: Engineer in food technology.

- Jukka Kaitaranta: Doctor of Philosophy, expert in food technology.
Family of FitDog products

Before exercise
Energy & Rehydrate drink powder
- Rehydration
- Extra energy

During exercise
Energy & Rehydrate drink powder
- Rehydration
- Extra energy

After exercise
FitDog Recovery and Recovery Potato drink powder
- Rehydration
- Supplementing the energy levels
To Whom?

Agility dogs

Herding dogs

Hunting dogs

Show dogs

Working dogs

Sleddogs

All dogs during hot days, dogs recovering from surgery, bitches with puppies, old dogs
Use of rehydration, energy and recovery products to support the exercise and training of your dog
In order to succeed under physical stress, your dog needs the following elements:

1. Good level of hydration
   - Taking care of rehydration before exercise
   - Small dosages of rehydration during the exercise

2. Sufficient energy levels
   - Empty stomach, it is not recommended to give food to the dog before the exercise

3. Effective recovery
   - Rehydration
   - Making sure of filling the energy levels of the dog
1. GOOD LEVEL OF HYDRATION
Taking care of the rehydration level of the dog

• The body temperature of a dog rises quickly
• Dogs dehydrate at a much quicker rate than humans do, because they have sweat glands only on their nose and feet.
• Exercise increases the need for rehydration
• Warm weather increases the possibility for dehydration but it can occur also during winter time!
• In general, dog needs 0,5-1dl/kg of water -> dog weighting 20 kilos needs 1,5 litres of water daily
• Exercise increases the need for water!
• Already 3-4% of dehydration influences the physical performance of the dog
• 7-8% of dehydration can be dangerous and needs medical treatment
For rehydration

FitDog Energy & Rehydrate

Tasty fat based powder which helps in getting the dog to drink enough before and during exercise

• Contains energy that is easily utilized
  – Lots of fat: vegetable fat/palm oil
    • can be utilized rapidly at the initiation of exercise
      (Hawley 2002; Jeukendrup & Aldred, 2004)
    • Not filling up the stomach too much
  – Protein
  – Carbohydrates
  – Meat flavor
Rehydrating the dog before exercise

• FitDog Energy & Rehydrate is developed for rehydration and energy upload before and during exercise

• With Energy & Rehydrate you can make the water tasty in order to get the dog to drink enough

• With Energy & Rehydrate you can also give extra energy to the dog without filling up the stomach too much

• You should start rehydrating the dog already 1-2 days before the exercise
Tips for rehydration!

- Start the rehydration 1-2 days before the exercise/competition with small dosages (1-2 dl at a time for a mid sized dog)

Example: competition on Saturday

- Thursday evening one dosage of Energy & Rehydrate
- Friday, 2-3 dosages of Energy & Rehydrate
- Saturday: 1-2 dosages 3-8 hours before the exercise
- Smaller dosages can be given also close to exercise

- Small dosages (approx. 1 dl) during the exercise

- After the exercise Recovery drink within 30 minutes after the exercise
2. ENSURE THE ENERGY LEVEL BEFORE EXERCISE
Influence of physical stress on the need of energy

• The approximate energy demand of the dog increases 10% after 1 hour of physical exercise

• During long competition days in agility and for hunting, the energy demand can increase to double

• For sleddogs the energy demand can increase to triple during long days

• During long exercise, most of the energy intake comes from fat

(Kempe 2013)
3. EFFECTIVE RECOVERY
After exercise

- After exercise, dog needs to be rehydrated and the glycogen levels need to be replenished.

- Postexercise supplementation of maltodextrin increases the glycogen levels fast and assures the recovery of the dog (Hinchcliff et al. 1997).

- In case the dog doesn’t recover well, it clearly affects the performance of the dog during the following day (important for dogs that are exercising many days a row; agility, hunting, herding, sleddogs).

- Optimally Recovery drink is given to the dog within 30 minutes after exercise.
FitDog Recovery and Recovery Potato – recovery powder

• Provides a quick and effective recovery after exercise

Contains:
• Maltodextrin (maize or potato, two alternatives available)
• Vitamin B, E and C
• Magnesium
• No electrolytes added as these are not necessary in performance nutrition
New **Potato based** version of FitDog Recovery

Contains:

- Potato based maltodextrin
- Milk powder
- Vitamin B, E and C
- Magnesium

**Super tasty version of Recovery!**
Sources

• Koiran ruokinta ja hoito 2010 (Kempe, Leppänen, Mäki, Saastamoinen, Särkijärvi, Tiira), Pro Agria Keskusten Liitto
When should you use nutritional supplements?

The products provide nutritional supplements for active dogs that are exposed to physical exercise, but they cannot replace daily nutrition of good quality. Nutritional supplements are suitable for use during training, competitions and other physical activities.

The Energy & Rehydrate product is used before the exercise to load up on energy and during the exercise day for extra energy. If only rehydration is required it can be diluted. The Recovery product is used after the exercise day when the dog is no longer exposed to physical exercise. The recovery drink should be given to the dog as soon as possible after the exercise.

Are the products safe?

The products are safe, but they should not be used continuously in every day life as they are meant to be used only in connection with heavy exercise.

Can the products be given to puppies and nursing bitches?

The products can be given to puppies as well as pregnant and nursing bitches.
I compete in agility with my dog. What is the best way for me to use the products?

Before a heavy exercise or a competition, you can give some Energy & Rehydrate drink to your dog to load up on energy and to ensure proper rehydration. If the competition takes place on Saturday you can give the dog a few decilitres of the drink on Thursday evening, Friday morning, Friday evening and on Saturday morning. You can give the drink to your dog between the courses during the competition.

In case your dog does not need extra energy but only rehydration, you can flavour water with small amounts of the powder to make it tastier for your dog.

What does a hunting dog gain from using the products?

Hunting dogs are like endurance athletes who are exposed to long-term physical stress. The days of hunting are long and the dog cannot eat any solid food during the day. Heavy exercise increases the dog’s need for hydration, so you must take care of rehydrating your dog properly during the hunting season. In order to maintain good energy levels and proper fluid balance, you can give some Energy & Rehydrate drink to your dog a few days before you go hunting and during hunting. After hunting you can give some Recovery drink to your dog to ensure that it recovers from the intensive day and is able to continue hunting.
Is it possible to use food to make the drink more tasteful?

Usually dogs will have the drink as such because the product has an aroma of meat, but you can add some meat or other food to make it tastier.

How do I give the drink to my dog for example during a competition or a day of hunting?

You can mix the drink in the morning for example in a sports drink bottle or a shaker which is easy to carry with you in all conditions. The Energy product contains a lot of fat, so it is best to keep the ready drink as cold as possible.

Why is it that the product does not dissolve very well?

The main ingredient of the Energy product is fat which of course does not dissolve in water very easily. The main ingredient of the Recovery product is maltodextrin which does not dissolve well either. The best way to mix the powder with water is to shake it in a sports drink bottle for example.
Why does the product contain salt?

Both products contain a small amount of salt which is in the meat aroma. However, the amount is so small that it has no adverse effect on the dog.

What kind of fat is used in the Energy product?

The fat powder in the Energy product is vegetable fat, palm oil. Based on many studies, this form of fat can be utilized very rapidly at the initiation of exercise. Our products do not contain anything of animal origin. Even the meat aroma is synthetic and does not contain any ingredients of animal origin.