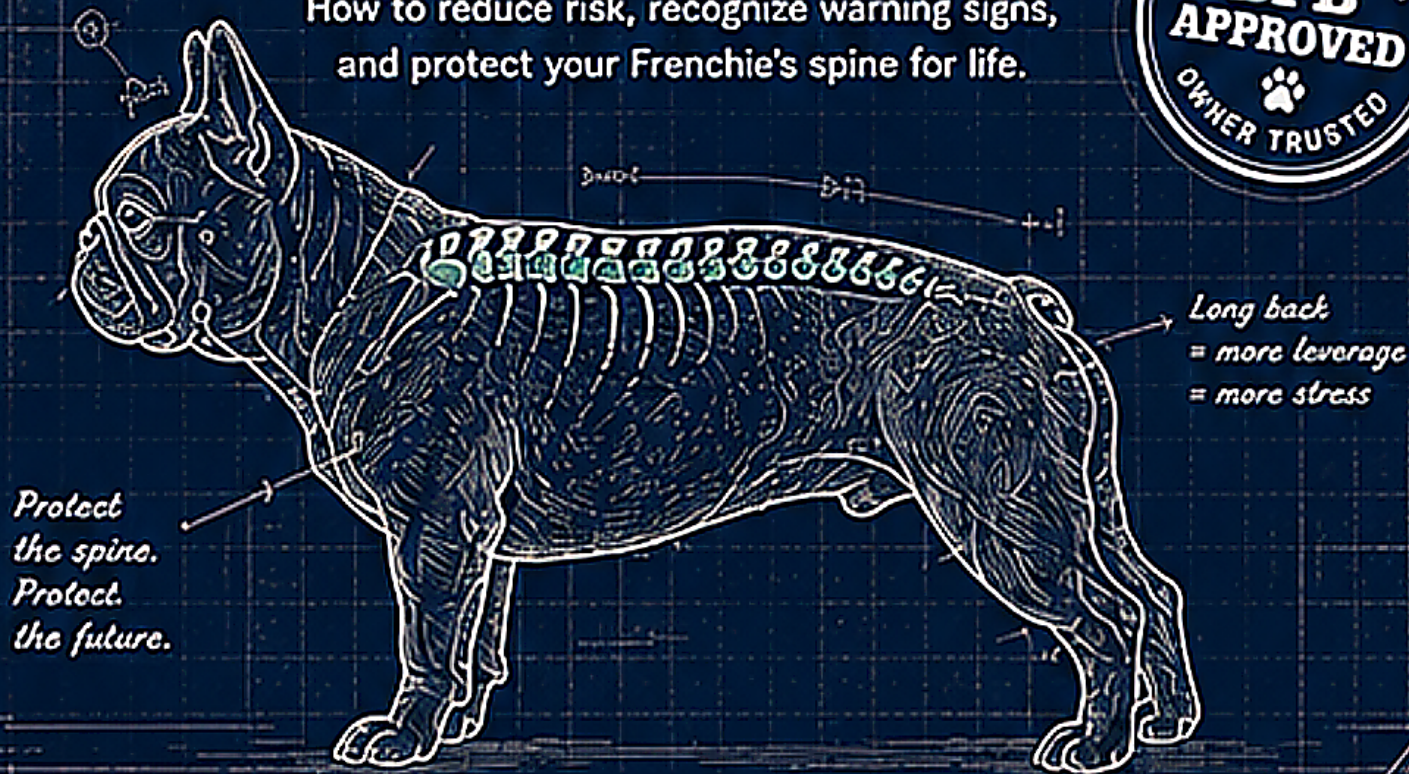




THE FRENCHIE IVDD BLUEPRINT

How to reduce risk, recognize warning signs,
and protect your Frenchie's spine for life.



BUILT FROM
THE SCIENCE.



CRAFTED FOR
THEIR BIOLOGY.



DEVOTED TO
THEIR WELL-BEING.

WHY FRENCHIES ARE DIFFERENT

Most Frenchies are born with a spine that ages faster than it should.



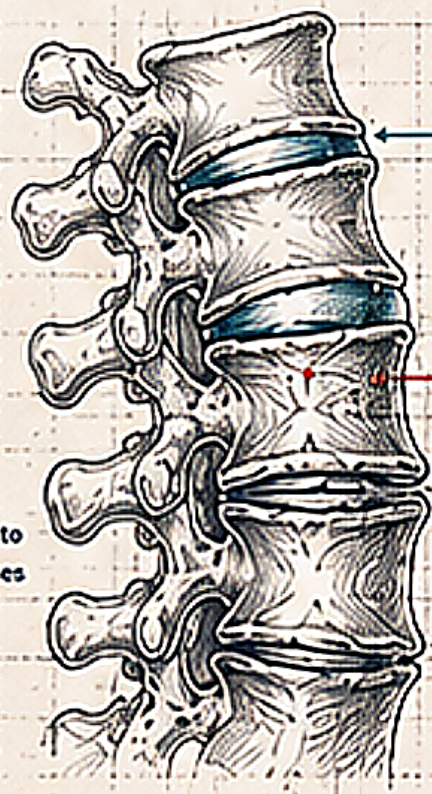
WHAT OWNERS NOTICE

- ✓ Stiffness after rest
- ✓ Hesitant to jump
- ✓ Reluctant on stairs
- ✓ Changes in movement
- ✓ Pain or yelping

WHAT'S ACTUALLY HAPPENING

Frenchies are highly predisposed to IVDD due to a genetic mutation (FGF4 retrogene) that causes premature disc degeneration.

Discs lose hydration and height → less cushion, more friction, higher risk of herniation.



NORMAL DISC

Hydrated.
Flexible.
Protective.

DEGENERATED DISC

Dry.
Thin.
Prone to herniation.

*You can't change
their genetics.
But you can change
their future.*



KNOWLEDGE CHANGES EVERYTHING.

THE 7-STEP IVDD PREVENTION PROTOCOL

Small daily choices. Massive lifelong impact.

	1 USE RAMPS EVERY TIME Eliminate jumping on and off furniture, beds, and cars.	IMPACT HIGH
	2 HARNESS, NOT COLLAR A harness protects the neck and spine from pressure.	IMPACT HIGH
	3 MAINTAIN A HEALTHY WEIGHT Extra weight = extra stress on the spine.	IMPACT HIGH
	4 LOW-IMPACT LIFESTYLE Avoid repetitive high-impact activities and rough play.	IMPACT HIGH
	5 BUILD CORE STRENGTH A strong core supports the spine. Think stability.	IMPACT MODERATE
	6 SWIMMING & WATER THERAPY The best low-impact exercise for spinal health.	IMPACT MODERATE
	7 ANTI-INFLAMMATORY NUTRITION Food is medicine. Reduce inflammation from within.	IMPACT HIGH

CONSISTENCY BEATS INTENSITY.

Do the right things, every day.

**BFB
APPROVED**



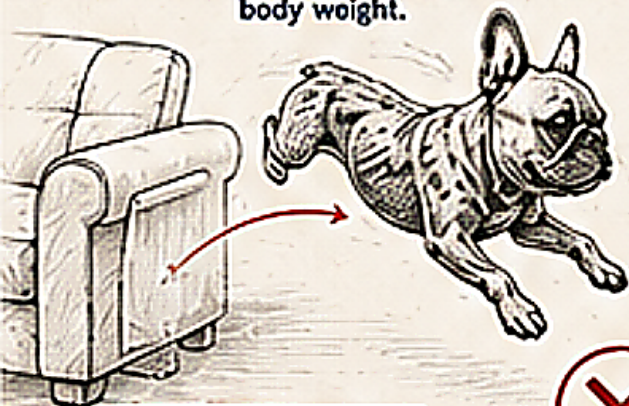
THE JUMP TEST

Every jump counts.

Your Frenchie doesn't get unlimited disc compressions.

THE PROBLEM

Jumping **increases pressure** on the spine up to **6x** their body weight.

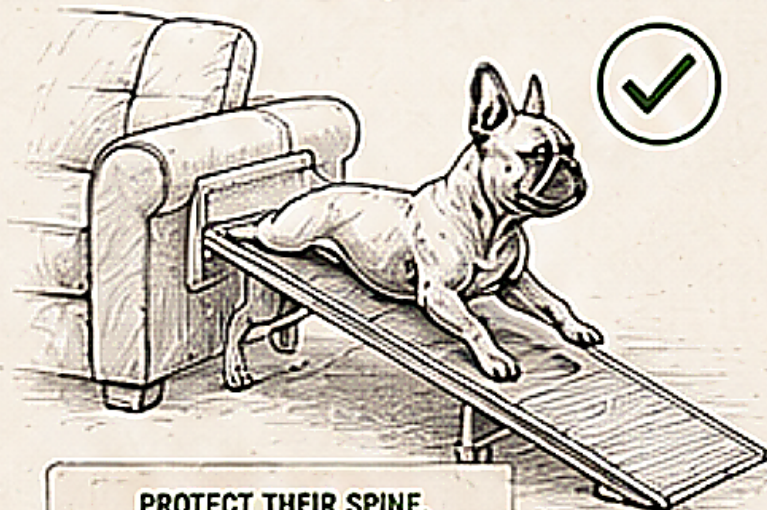


RISK FACTORS

- ✓ High surfaces
- ✓ Frequent jumping
- ✓ Slippery floors
- ✓ Excited greetings

THE SOLUTION

Ramps remove impact and protect the spine every single day.



**PROTECT THEIR SPINE.
MAKE RAMPS A WAY OF LIFE.**

THE BEST PREVENTION IS ENVIRONMENTAL.

THE IDEAL FRENCHIE BODY

Lean Frenchies live longer.

BODY CONDITION SCORE



1

TOO THIN

Ribs, spine
& hips highly
visible.



2

LEAN

Ribs easily felt.
Visible waist.
Tummy tuck.



3

IDEAL

Ribs easily felt.
Visible waist.
Healthy tuck.



4

OVERWEIGHT

Ribs hard to feel.
No waist.
Minimal tuck.



5

OBESE

Ribs not felt.
No waist.
Fat deposits.



KEEP THEM LEAN, NOT JUST "NOT FAT".

Even a few extra pounds adds serious stress to the spine.

**BFB
APPROVED**



EARLY WARNING SIGNS

Catching it early changes everything.



NORMAL

Keep doing what you're doing.

- ✓ Active and playful
- ✓ Moves easily
- ✓ No pain behaviors
- ✓ Good appetite
- ✓ Normal posture



CALL YOUR VET

These could be early signs of spine issues.

- ✓ Stiff after rest/play
- ✓ Slower to rise
- ✓ Hesitant on stairs
- ✓ Reluctant to jump
- ✓ Changes in gait
- ✓ Back sensitivity



EMERGENCY

Don't wait.
Get help now.

- ✓ Sudden collapse
- ✓ Yelping in pain
- ✓ Dragging nails
- ✓ Cannot walk
- ✓ Loss of bladder control
- ✓ Severe weakness



IF YOU SEE RED, FOLLOW THE 72-HOUR RULE.

Time is critical for the best outcome.

THE 72-HOUR RULE

The window that can change your Frenchie's future.



Loss of ability to walk or a sharp decline in function is an emergency.



The first 72 hours offer the best chance for a positive outcome.



Prompt evaluation = more options, better outcomes, fewer complications.

DON'T WAIT AND SEE.

WHEN IT COMES TO IVDD, FAST ACTION SAVES TOMORROWS.



YOUR IVDD ACTION PLAN

Small steps today. Stronger tomorrow.

- ☐ Use ramps 100% of the time
- ☐ Keep them lean & feed smart
- ☐ Use a harness, not a collar
- ☐ Get regular exercise (low-impact)
- ☐ Build core strength
- ☐ Support with anti-inflammatory nutrition
- ☐ Watch for early warning signs
- ☐ Act fast if symptoms appear

REMEMBER:

*You can't change
their genetics.
But you can change
their future.* ♥

**BFB
APPROVED**



YOU'VE GOT THIS. WE'VE GOT YOU.

More science. More guides. More support.

Join the BFB email pack.

BESTFRENCHBULLDOG.COM →

