

# PRODUCT GUIDE

For Veterinary Clinics

# PURINA® PROPLAN VETERINARY DIETS®

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# Introduction





Healthy or sick, young or old, the one thing all your patients have in common is the need for a highly nutritious diet. Purina has formulated a wide range of nutritional options ranging from therapeutic diets for pets with complex health issues to well pet formulas to meet the nutritional needs of dogs and cats in each life stage.

Purina has several supplements developed by experts that meet our strict quality and safety standards. This includes probiotic supplements that represent Purina's leadership in the field of microbiome research.

This guide contains technical information on each product from Purina® Pro Plan Veterinary Diets® and Supplements®, and helps identify the appropriate diet or supplement for each patient.

For more information about Purina® Pro Plan Veterinary Diets® and Supplements<sup>®</sup>, contact your Purina Veterinary Territory Manager, your Veterinary Distributor or call 1-866-884-VETS(8387), weekdays between 8:00 am and 6:30 PM EST.





**INGREDIENTS** 

**GLOSSARY** 

**FELINE** FORMULAS









Learn more at www.ProPlanVeterinaryDiets.ca



# Canine Formulas



\*See bags for details





# Canine Diets & Supplements



THE FOLLOWING SUGGESTED DIETS & SUPPLEMENTS MAY BE APPROPRIATE FOR DOGS WITH CERTAIN FORMS OF THESE HEALTH CONDITIONS.

CONDITION	SUGGESTED DIETS/SUPPLEMENTS		
Anxious Behavior		Calming Care	
Atopic Dermatitis	DRM	Dermatologic Management Naturals® With Added Vitamins, Minerals and Nutrients	
Cognitive Dysfunction Syndrome	NC	NeuroCare <sup>®</sup>	
Constipation	EN	Gastroenteric Fiber Balance®	
	ОМ	Overweight Management®	
	ОМ	Overweight Management Metabolic Response + Joint Mobility™	
Critical Care	DM	Dietetic Management®	
Dental Disease	DH	Dental Health®	
Diabetes Mellitus	EN	Gastroenteric Fiber Balance®	
	ОМ	Overweight Management®	
	ОМ	Overweight Management Metabolic Response + Joint Mobility™	
Diarrhea (Small Bowel)	EN	Gastroenteric®	
	EN	Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients	
	EN	Gastroenteric Low Fat®	
	НА	Hydrolyzed®	
		FortiFlora®	
		FortiFlora PRO Synbiotic Action™	
Diarrhea (Large Bowel)	EN	Gastroenteric Fiber Balance®	
		FortiFlora®	
		FortiFlora PRO Synbiotic Action™	
	ОМ	Overweight Management®	
Enteritis	EN	Gastroenteric®	
	EN	Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients	
		FortiFlora®	
		FortiFlora PRO Synbiotic Action™	
Exocrine Pancreatic	EN	Gastroenteric®	
Insufficiency	EN	Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients	
	EN	Gastroenteric Low Fat®	
	НА	Hydrolyzed®	
Food Allergic Dermatitis	НА	Hydrolyzed®	
Gastritis	EN	Gastroenteric®	
	EN	Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients	

CONDITION	SUGGESTED DIETS/SUPPLEMENTS		
Heart Disease	JM	Joint Mobility®	
	DRM	Dermatologic Management Naturals® With Added Vitamins, Minerals and Nutrients	
Hepatic Disease	EN	Gastroenteric®	
	EN	Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients	
Hepatic Encephalopathy	НА	Hydrolyzed®	
	NF	Kidney Function®	
Hyperlipidemia	EN	Gastroenteric Low Fat®	
	ОМ	Overweight Management®	
	ОМ	Overweight Management Metabolic Response + Joint Mobility™	
	НА	Hydrolyzed®	
Idiopathic epilepsy as an adjunct to veterinary therapy	NC	NeuroCare®	
Inflammatory Bowel Disease	EN	Gastroenteric®	
Bowet Disease	EN	Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients	
	EN	Gastroenteric Low Fat®	
	НА	Hydrolyzed®	
Lymphangiectasia	EN	Gastroenteric Low Fat®	
	НА	Hydrolyzed®	
Obesity	ОМ	Overweight Management®	
	ОМ	Overweight Management Metabolic Response + Joint Mobility™	
Osteoarthritis	JM	Joint Mobility®	
	ОМ	Overweight Management Metabolic Response + Joint Mobility™	
Pancreatitis	EN	Gastroenteric®	
	EN	Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients	
	EN	Gastroenteric Low Fat®	
	НА	Hydrolyzed®	
Renal Failure	NF	Kidney Function®	
Tartar Accumulation	DH	Dental Health®	
Urolithiasis	UR	Urinary® Ox/St™	

**INGREDIENTS** 

**GLOSSARY** 

**FELINE** FORMULAS



CANINE FORMULA

## **Medical Indications:**

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Adult dogs to help reduce the accumulation of tartar
- Adult dogs for everyday maintenance

#### Medical Contraindications:

• None







**AVAILABLE SIZES** 2.72 kg bag

# Feeding and Administration:

Pro Plan Veterinary Diets DH Dental Health Canine Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs. Pro Plan Veterinary Diets DH Dental Health Small Bites Canine Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>				
BODY	WEIGHT	DH DENTAL HEALTH	DH DENTAL HEALTH SMALL BITES		
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	Approximate Number of 250 ml Cups/Day <sup>3</sup>		
5	2.3	3/4	3/4		
10	4.5	1 1/4	11/8		
20	9.1	2	17/8		
30	13.6	2 1/2	2 3/8		
40	18.2	3 1/8			
50	22.7	3 5/8			
60	27.3	4 1/8			
80	36.4	5			
1004	45.5	5 3/4			
	CALORIE CONTENT (CALCULATED) <sup>2</sup>				
_		3668 kcal/kg	3731 kcal/kg		
		3.668 kcal/g	3.731 kcal/g		
		312 kcal/250 ml cup	330 kcal/250 ml cup		

#### **Dental Health:**



Optimal kibble size and unique, crunchy kibble texture provides mechanical action to reduce the accumulation of tartar

 VOHC Seal of Acceptance: helps control tartar



#### General Health:

- Appropriate protein content to help maintain ideal body condition
- Contains antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress
- Available in Small Bites for dogs weighing less than 30 pounds
- Great taste to help ensure adequate nutrient intake

#### Ingredients (DH):

Chicken, chicken meal, rice, ground yellow corn, ground wheat, corn gluten meal, animal fat preserved with mixed-tocopherols, dried beet pulp, dried yeast, powdered cellulose, dried egg product, liver flavor, glycerin, salt, potassium chloride, calcium carbonate, tetra sodium pyrophosphate, phosphoric acid, mono and dicalcium phosphate, Vitamin E supplement, choline chloride, L-Lysine monohydrochloride, L-ascorbyl-2-polyphosphate (Vitamin C), zinc sulfate, ferrous sulfate, niacin (Vitamin B-3), manganese sulfate, potassium sorbate (a preservative), Vitamin A supplement, soybean oil, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, copper sulfate, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), garlic oil, folic acid (Vitamin B-9), menadione sodium bisulfite complex (Vitamin K), calcium iodate, biotin (Vitamin B-7), Vitamin D-3 supplement, sodium selenite. D262122

#### Ingredients (DH Small Bites):

Chicken, chicken meal, rice, ground yellow corn, ground wheat, corn gluten meal, animal fat preserved with mixed-tocopherols, dried beet pulp, powdered cellulose, dried yeast, dried egg product, liver flavor, glycerin, salt, potassium chloride, L-Lysine monohydrochloride, calcium carbonate, tetra sodium pyrophosphate, phosphoric acid, Vitamin E supplement, mono and dicalcium phosphate, choline chloride, zinc sulfate, L-ascorbyl-2-polyphosphate (Vitamin C), ferrous sulfate, niacin (Vitamin B-3), manganese sulfate, thiamine mononitrate, Vitamin A supplement, potassium sorbate (a preservative), calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, copper sulfate, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), garlic oil, folic acid (Vitamin B-9), menadione sodium bisulfite complex (Vitamin K), calcium iodate, biotin (Vitamin B-7), Vitamin D-3 supplement, sodium selenite. D262222

AVERAGE NUTRIENT CONTENT							
AV		DH DENTAL HEALTH			DH DENTAL HEALTH SMALL BITES		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER	
Protein	7.12 g	26.11%	28.69%	6.97 g	26.01%	28.42%	
Fat	4.47 g	16.38%	18.00%	4.62 g	17.25%	18.85%	
Carbohydrate	10.61 g	38.91%	42.76%	10.38 g	38.71%	42.30%	
Crude Fiber	0.80 g	2.94%	3.23%	0.87 g	3.23%	3.53%	
Total Dietary Fiber	2.36 g	8.64%	9.49%	2.83 g	10.57%	11.55%	
Soluble Fiber	0.20 g	0.75%	0.82%	0.27 g	1.01%	1.10%	
Insoluble Fiber	2.15 g	7.89%	8.67%	2.56 g	9.56%	10.45%	
Calcium	0.35 g	1.27%	1.40%	0.34 g	1.25%	1.37%	
Phosphorus	0.28 g	1.03%	1.13%	0.27 g	1.00%	1.09%	
Potassium	0.18 g	0.65%	0.71%	0.16 g	0.60%	0.66%	
Sodium	0.15 g	0.55%	0.60%	0.13 g	0.50%	0.55%	
Chloride	0.24 g	0.88%	0.97%	0.22 g	0.82%	0.90%	
Magnesium	0.03 g	0.10%	0.11%	0.02 g	0.09%	0.10%	
Copper	0.27 mg	9.90 mg/kg	10.88 mg/kg	0.28 mg	10.40 mg/kg	11.36 mg/kg	
Zinc	5.29 mg	194 mg/kg	213 mg/kg	5.55 mg	207 mg/kg	226 mg/kg	
Vitamin A	416 IU	15,239 IU/kg	16,747 IU/kg	410 IU	15,296 IU/kg	16,714 IU/kg	
Vitamin E	20.20 IU	741 IU/kg	814 IU/kg	20.79 IU	776 IU/kg	847 IU/kg	
Total Omega-6 Fatty Acids	0.52 g	1.91%	2.10%	0.51 g	1.91%	2.09%	
Total Omega-3 Fatty Acids	0.02 g	0.09%	0.09%	0.02 g	0.09%	0.09%	
EPA+DHA	0.00 g	0.00%	0.00%	0.00 g	0.00%	0.00%	

DIGESTION TEST RESULTS <sup>†</sup>				
DIGESTIBILITY:	DH DENTAL HEALTH	DH DENTAL HEALTH SMALL BITES		
Total, %	82.9	82.9		
Protein, %	87.1	86.9		
Fat, %	85.9	93.9		
Carbohydrate, %	91.3	90.7		
Calorie, %	87.8	87.7		
PERCENTAGE OF METABOLIZABLE ENERGY FROM:				
Protein, %	24.9	24.4		

† Based on digestion testing conducted at the Purina PetCare Technology Centers

38.0

37.1

39.3

PACKAGING	Sizes available	Cups per size
DH Dental Health® Small Bites	Bags of 2.72 kg	30 cups
DH Dental Health®	Bags of 8.15 kg	95 cups
	Bags of 14.5 kg	170 cups
Hospital Professional Pack	Bags of 14.5 kg	170 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME).
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.



Fat, %

Carbohydrate, %



WITH ADDED VITAMINS, MINERALS & NUTRIENTS CANINE FORMULA

#### **Medical Indications:**

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Atopic dermatitis
- Pruritus
- Flea allergy dermatitis
- Other inflammatory skin conditions
- Conditions benefitting from moderate sodium restriction

#### **Medical Contraindications:**





**AVAILABLE SIZES** Bags of 2.72 and 11.34 kgs

## Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Pro Plan Veterinary Diets DRM Dermatologic Management Naturals Canine Formula provides complete and balanced nutrition for growth of puppies and maintenance of adult dogs, including growth of large sized dogs (70 lb. or more as an adult).

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

FEEDING GUIDE <sup>1</sup>			
BODY W	/EIGHT	DRY	
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	
5	2.3	5/8	
10	4.5	1	
20	9.1	11/2	
30	13.6	2	
40	18.2	21/2	
50	22.7	2 7/8	
60	27.3	31/4	
80	36.4	3 7/8	
1004	45.5	41/2	
	CALORIE CONT	ENT (CALCULATED) <sup>2</sup>	
		3665 kcal/kg	
		3.665 kcal/g	
		396 kcal/ 250 ml cup	

See Puppy Feeding Guide Section on page 48 for growth feeding recommendations

#### Skin Health:



Formulated for the nutritional management of dogs with dermatitis



Contains omega-3 fatty acids to help nutritionally manage dogs with inflammation associated with pruritus



Contains omega-6 fatty acids, vitamin A and zinc to maintain and protect the skin barrier

#### Natural Nutrition:



• Natural with added vitamins, minerals and nutrients. Formulated without corn, wheat. or artificial colors and flavors

#### General Health:

- Contains antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress
- Great taste to help ensure adequate nutrient intake

#### **Ingredients:**

Brewers rice, trout, oat meal, pea protein, beef fat preserved with mixed-tocopherols, natural flavor, potato protein, pea fiber, fish oil, mono and dicalcium phosphate, glycerin, calcium carbonate, potassium chloride, salt, L-Lysine monohydrochloride, taurine, Vitamin E supplement, choline chloride, zinc sulfate, L-ascorbyl-2-polyphosphate (Vitamin C), ferrous sulfate, zinc sulfate, manganese sulfate, niacin (Vitamin B-3), Vitamin A supplement, calcium carbonate, beta-Carotene, calcium pantothenate (Vitamin B-5), copper sulfate, thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), calcium iodate, menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7), sodium selenite. C263421

AVERAGE NUTRIENT CONTENT				
AVERA	GENUTRIENT	DRY		
	PER 100 KCAL ME	AS FED	DRY MATTER	
Protein	6.82 g	25.00%	27.28%	
Fat	4.60 g	16.84%	18.38%	
Carbohydrate	10.05 g	36.83%	40.19%	
Crude Fiber	0.71 g	2.61%	2.85%	
Total Dietary Fiber	2.48 g	9.10%	9.93%	
Soluble Fiber	0.24 g	0.89%	0.97%	
Insoluble Fiber	2.24 g	8.21%	8.96%	
Calcium	0.35 g	1.27%	1.39%	
Phosphorus	0.26 g	0.97%	1.06%	
Potassium	0.20 g	0.75%	0.82%	
Sodium	0.11 g	0.39%	0.43%	
Chloride	0.36 g	1.31%	1.43%	
Magnesium	0.03 g	0.10%	0.11%	
Copper	0.36 mg	13.24 mg/kg	14.44 mg/kg	
Zinc	7.64 mg	280 mg/kg	306 mg/kg	
Taurine	0.05 g	0.22%	0.20%	
Vitamin A	298 IU	10,914 IU/kg	11,910 IU/kg	
Vitamin E	19.03 IU	697.62 IU/kg	761.30 IU/kg	
Total Omega-6 Fatty Acids	0.43 g	1.58%	1.73%	
Total Omega-3 Fatty Acids	0.30 g	1.11%	1.21%	
EPA+DHA	0.26 g	0.94%	1.03%	

DIGESTION TEST RESULTS†		
DIGESTIBILITY: DRY		
Total, %	82.3	
Protein, %	87.8	
Fat, %	94.6	
Carbohydrate, %	91.5	
Calorie, %	87.9	
PERCENTAGE OF METABOLIZABLE		

PERCENTAGE OF METABOLIZABLE ENERGY FROM:				
Protein, % 23.9				
Fat, %	39.1			
Carbohydrate, %	37.1			

†Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
DRM Dermatologic	Bags of 2.72 kg	25 cups
Management Naturals®	Bags of 11.34 kg	105 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME).
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.



**RESOURCES** 



CANINE FORMULA

#### Medical Indications:

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Vomiting and diarrhea
- Gastritis and enteritis
- Malabsorption and maldigestion
- Pancreatitis
- Exocrine pancreatic insufficiency
- Inflammatory bowel disease
- Hepatic disease not associated with encephalopathy

#### Medical Contraindications:

None



# Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Purina Pro Plan Veterinary Diets EN Gastroenteric Canine Formula provides complete and balanced nutrition for growth of puppies and maintenance of adult dogs including growth of large size dogs (70 lbs or more as an adult).

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>				
BODY	WEIGHT	DRY	CANNED		
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	Approximate Number of 380 g Cans/Day <sup>3</sup>		
5	2.3	5/8	1/2		
10	4.5	1	7/8		
20	9.1	11/2	13/8		
30	13.6	2	17/8		
40	18.2	2 1/2	21/4		
50	22.7	2 7/8	2 5/8		
60	27.3	3 1/4	3		
80	36.4	3 7/8	3 5/8		
1004	45.5	4 1/2	41/8		
	CALORIE CONTENT (FED) <sup>2</sup>				
_		3800 kcal/kg	1139 kcal/kg		
		3.800 kcal/g	1.139 kcal/g		
		397 kcal/ 250 ml cup	432 kcal/ 380 g can		

See Puppy Feeding Guide Section on page 48 - 49 for growth feeding recommendations



#### Gastrointestinal Health:



High total digestibility to promote nutrient absorption



Contains medium-chain triglycerides (6.4 - 17.3% of fat), a source of fat which is easily digested and absorbed to provide readily available energy



Contains a prebiotic fiber that helps nourish a healthy GI tract

 Colostrum helps stabilize intestinal microflora, reducing the risk of stress-related diarrhea, and primes local and systemic immune systems (dry)

#### General Health:

- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Brewers rice, corn gluten meal, whole grain corn, chicken meal, animal fat preserved with mixed-tocopherols, coconut oil, mono and dicalcium phosphate, wheat bran, natural flavor, potassium chloride, sodium bicarbonate, calcium carbonate, salt, soybean oil, fish oil, L-Lysine monohydrochloride, L-Threonine, zinc proteinate, Vitamin E supplement, choline chloride, dried colostrum, L-ascorbyl-2-polyphosphate (Vitamin C), manganese proteinate, ferrous sulfate, L-Tryptophan, niacin (Vitamin B-3), Vitamin A supplement, copper proteinate, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), garlic oil, folic acid (Vitamin B-9), menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, calcium iodate, biotin (Vitamin B-7), sodium selenite. B-2624

#### Ingredients (Canned):

Meat by-products, water sufficient for processing, barley, chicken, rice, soy protein isolate, glycerin, vegetable oil (source of medium-chain triglycerides), tricalcium phosphate, guar gum, inulin, potassium chloride, calcium sulfate, fish oil, Vitamin E supplement, magnesium sulfate, salt, L-Lysine monohydrochloride, zinc sulfate, ferrous sulfate, niacin (Vitamin B-3), thiamine mononitrate (Vitamin B-1), copper sulfate, calcium pantothenate (Vitamin B-5), manganese sulfate, pyridoxine hydrochloride (Vitamin B-6), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), Vitamin A supplement, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), potassium iodide, sodium selenite. D259019



AVERAGE NUTRIENT CONTENT							
		DRY			CANNED		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER	
Protein	6.67 g	25.34%	27.70%	9.33 g	10.63%	38.35%	
Fat	3.09 g	11.76%	12.86%	4.67 g	5.31%	19.18%	
Carbohydrate	12.09 g	45.94%	50.22%	8.23 g	9.38%	33.84%	
Crude Fiber	0.26 g	1.00%	1.09%	0.21 g	0.24%	0.85%	
Total Dietary Fiber	1.93 g	7.35%	8.04%	1.84 g	2.10%	7.58%	
Soluble Fiber	0.28 g	1.08%	1.18%	0.65 g	0.74%	2.67%	
Insoluble Fiber	1.65 g	6.27%	6.86%	1.19 g	1.36%	4.91%	
Calcium	0.32 g	1.20%	1.32%	0.40 g	0.46%	1.65%	
Phosphorus	0.26 g	1.00%	1.09%	0.30 g	0.34%	1.24%	
Potassium	0.17 g	0.65%	0.71%	0.23 g	0.26%	0.93%	
Sodium	0.12 g	0.44%	0.48%	0.10 g	0.11%	0.41%	
Chloride	0.20 g	0.76%	0.83%	0.19 g	0.21%	0.77%	
Magnesium	0.03 g	0.10%	0.10%	0.02 g	0.02%	0.08%	
Copper	0.40 mg	15.02 mg/kg	16.42 mg/kg	0.41 mg	4.63 mg/kg	16.72 mg/kg	
Zinc	6.80 mg	258 mg/kg	282 mg/kg	5.90 mg	67.26 mg/kg	243 mg/kg	
Vitamin A	938 IU	35,658 IU/kg	38,986 IU/kg	2153 IU	24,521 IU/kg	88,503 IU/kg	
Vitamin E	15.03 IU	571 IU/kg	624 IU/kg	12.73 IU	145 IU/kg	523 IU/kg	
Total Omega-6 Fatty Acids	0.45 g	1.71%	1.87%	0.71 g	0.81%	2.94%	
Total Omega-3 Fatty Acids	0.04 g	0.14%	0.15%	0.05 g	0.06%	0.21%	
EPA+DHA	0.02 g	0.06%	0.07%	0.03 g	0.03%	0.13%	

DIGESTION TEST RESULTS†			
DIGESTIBILITY:	DRY	CANNED	
Total, %	87.3	86.7	
Protein, %	90.7	85.0	
Fat, %	87.6	91.4	
Carbohydrate, %	93.3	93.2	
Calorie, %	90.3	87.8	

PERCENTAGE OF METABOLIZABLE ENERGY FROM:			
Protein, %	25.4	32.3	
Fat, %	28.6	39.2	
Carbohydrate, %	46.0	28.5	

† Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
EN Gastroenteric®	Cases, 12 x 380 g cans	
	Bags of 2.72 kg	26 cups
	Bags of 8.16 kg	78 cups
	Bags of 14.5 kg	138 cups
Hospital Professional Pack	Bags of 14.5 kg	138 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)

**RESOURCES** 

- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.





WITH ADDED VITAMINS, MINERALS & NUTRIENTS CANINE FORMULA

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Vomiting and diarrhea
- Gastritis and enteritis
- Malabsorption and maldigestion

Medical Indications:

- Pancreatitis
- Exocrine pancreatic insufficiency
- Inflammatory bowel disease
- Hepatic disease not associated with encephalopathy

#### Medical Contraindications:

None



#### Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Purina Pro Plan Veterinary Diets EN Gastroenteric Naturals Dry Canine Formula provides complete and balanced nutrition for growth of puppies and maintenance of adult dogs including growth of large size dogs (70 lbs. or more as an adult). Purina Pro Plan Veterinary Diets EN Gastroenteric Naturals Canned Canine Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth of puppies and maintenance of adult dogs including growth of large size dogs (70 lbs. or more as an adult).

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>				
BODY	WEIGHT	DRY	CANNED		
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	Approximate Number of 380 g Cans/Day <sup>3</sup>		
5	2.3	2/3	1/2		
10	4.5	1	3/4		
20	9.1	12/3	11/4		
30	13.6	2 1/4	13/4		
40	18.2	21/2	2		
50	22.7	3	2 1/4		
60	27.3	31/2	2 3/4		
80	36.4	41/8	3 1/4		
1004	45.5	47/8	3 3/4		
	CALORIE CONTENT (FED) <sup>2</sup>				
		3796 kcal/kg	1264 kcal/kg		
		3.796 kcal/g	1.264 kcal/g		
		370 kcal/250 ml cup	480 kcal/380 g can		

See Puppy Feeding Guide Section on page 49 - 50 for growth feeding recommendations



#### Gastrointestinal Health:



Highly digestible to promote optimal nutrient absorption



Contains medium-chain triglycerides (7.5 - 12.1% of fat), a source of fat which is easily digested and absorbed to provide readily available energy



Colostrum helps stabilize intestinal microflora, reducing the risk of stress-related diarrhea, and primes local and systemic immune systems (drv)

#### Natural Nutrition:



• Natural ingredients with added vitamins, minerals and nutrients. Formulated without corn, wheat, or artificial colors and flavors

#### General Health:

- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Brewers rice, chicken meal, natural flavor, cassava root flour, potato protein, animal fat preserved with mixed-tocopherols, pea protein, coconut oil, mono and dicalcium phosphate, potassium chloride, salt, L-Lysine monohydrochloride, soybean oil, fish oil, dried pumpkin, calcium carbonate, zinc proteinate, Vitamin E supplement, dried colostrum, choline chloride, taurine, DL-Methionine, L-ascorbyl-2-polyphosphate (Vitamin C), manganese proteinate, ferrous sulfate, niacin (Vitamin B-3), Vitamin A supplement, copper proteinate, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), menadione sodium bisulfite complex (Vitamin K), calcium iodate, Vitamin D-3 supplement, biotin (Vitamin B-7), sodium selenite. C262518

#### Ingredients (Canned):

Chicken, water sufficient for processing, liver, barley, rice, sweet potatoes, potato protein, coconut oil, oat meal, glycerin, guar gum, tricalcium phosphate, potassium chloride, salt, natural smoke flavor, fish oil, Vitamin E supplement, L-Lysine monohydrochloride, magnesium sulfate, calcium carbonate, zinc sulfate, thiamine mononitrate (Vitamin B-1), ferrous sulfate, niacin (Vitamin B-3), copper sulfate, manganese sulfate, calcium pantothenate (Vitamin B-5), pyridoxine hydrochloride (Vitamin B-6), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), Vitamin A supplement, potassium iodide, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), sodium selenite. B-2591



AVERAGE NUTRIENT CONTENT						
		DRY			CANNED	)
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	6.84 g	25.98%	28.41%	7.96 g	10.06%	36.93%
Fat	3.10 g	11.76%	12.86%	4.02 g	5.08%	18.66%
Carbohydrate	12.00 g	45.55%	49.81%	7.96 g	10.06%	36.92%
Crude Fiber	0.21 g	0.78%	0.85%	0.21 g	0.27%	0.98%
Total Dietary Fiber	1.45 g	5.52%	6.04%	1.82 g	2.30%	8.44%
Soluble Fiber	0.18 g	0.69%	0.75%	0.53 g	0.67%	2.46%
Insoluble Fiber	1.27 g	4.83%	5.28%	1.29 g	1.63%	5.98%
Calcium	0.36 g	1.38%	1.51%	0.29 g	0.37%	1.37%
Phosphorus	0.29 g	1.11%	1.21%	0.22 g	0.28%	1.04%
Potassium	0.19 g	0.73%	0.79%	0.21 g	0.26%	0.96%
Sodium	0.11 g	0.41%	0.45%	0.08 g	0.10%	0.37%
Chloride	0.28 g	1.08%	1.18%	0.21 g	0.26%	0.97%
Magnesium	0.02 g	0.09%	0.10%	0.02 g	0.02%	0.07%
Copper	0.41 mg	15.57 mg/kg	17.03 mg/kg	0.42 mg	5.28 mg/kg	19.37 mg/kg
Zinc	7.09 mg	269 mg/kg	294 mg/kg	5.28 mg	67 mg/kg	245 mg/kg
Taurine	0.04 g	0.15%	0.16%	0.01 g	0.02%	0.06%
Vitamin A	867 IU	32,920 IU/kg	36,002 IU/kg	2,309 IU	29,187 IU/kg	107,108 IU/kg
Vitamin E	15.44 IU	586 IU/kg	641 IU/kg	11.79 IU	149 IU/kg	547 IU/kg
Total Omega-6 Fatty Acids	0.36 g	1.35%	1.48%	0.70 g	0.89%	3.25%
Total Omega-3 Fatty Acids	0.05 g	0.17%	0.19%	0.04 g	0.05%	0.19%
EPA+DHA	0.02 g	0.07%	0.08%	0.01 g	0.02%	0.06%

DIGESTION TEST RESULTS†			
DIGESTIBILITY:	DRY	CANNED	
Total, %	88.4	85.2	
Protein, %	89.6	81.2	
Fat, %	93.1	94.9	
Carbohydrate, %	95.6	93.2	
Calorie, %	92.0	88.5	
PERCENTAGE OF METABOLIZABLE ENERGY FROM:			
Protein, %	25.9	31.0	
Fat, %	28.6	38.0	
Carbohydrate, %	45.5	31.0	

† Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
EN Gastroenteric	Cases, 12 x 380 g	
Naturals®	Bags of 2.72 kg	27 cups
	Bags of 14.5 kg	148 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.



**RESOURCES** 



#### Medical Indications:

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Fiber responsive colitis
- · Large bowel diarrhea
- Constipation
- Diabetes mellitus

# Medical Contraindications:

• None





**AVAILABLE SIZES** Bags of 2.72 and 8.16 kgs

Feeding and Administration:
Purina Pro Plan Veterinary Diets EN Gastroenteric Fiber Balance Canine Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

FEEDING GUIDE <sup>1</sup>			
BODY W	EIGHT	DRY	
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	
5	2.3	3/4	
10	4.5	11/8	
20	9.1	17/8	
30	13.6	21/2	
40	18.2	3	
50	22.7	3 1/2	
60	27.3	3 7/8	
80	36.4	43/4	
1004	45.5	5 1/2	
	CALORIE C	ONTENT (FED) <sup>2</sup>	
		3385 kcal/kg	
		3.385 kcal/g	
		324 kcal/250 ml cup	



#### Gastrointestinal Health:



Optimal level of fiber to help promote intestinal motility



Blend of soluble and insoluble fiber to help support GI health



Contains a prebiotic fiber that helps nourish a healthy GI tract

# Glucose Management:

• Complex carbohydrates help regulate blood glucose levels and minimize postprandial area under the curve

#### General Health:

- Moderate calorie and fat content
- Appropriate protein content to help maintain lean body mass and ideal body condition
- Great taste to help ensure adequate nutrient intake

#### **Ingredients:**

Whole grain corn, dried beet pulp\*, poultry by-product meal, corn gluten meal, pearled barley, animal fat preserved with mixed-tocopherols, pea fiber, animal digest, mono and dicalcium phosphate, wheat bran, dried whey, calcium carbonate, potassium chloride, salt, fish oil, L-Lysine monohydrochloride, Vitamin E supplement, choline chloride, zinc sulfate, ferrous sulfate, niacin (Vitamin B-3), manganese sulfate, Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, copper sulfate, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, calcium iodate, biotin (Vitamin B-7), sodium selenite. D-2620 \*15% - a source of fiber



AVERAGE NUTRIENT CONTENT					
		DRY			
	PER 100 KCAL ME	AS FED	DRY MATTER		
Protein	6.50 g	22.00%	24.08%		
Fat	3.54 g	11.98%	13.12%		
Carbohydrate	13.16 g	44.54%	48.76%		
Crude Fiber	1.80 g	6.09%	6.66%		
Total Dietary Fiber	5.82 g	19.70%	21.57%		
Soluble Fiber	1.34 g	4.54%	4.97%		
Insoluble Fiber	4.48 g	15.16%	16.60%		
Calcium	0.35 g	1.17%	1.28%		
Phosphorus	0.24 g	0.81%	0.89%		
Potassium	0.19 g	0.64%	0.70%		
Sodium	0.10 g	0.35%	0.38%		
Chloride	0.22 g	0.75%	0.82%		
Magnesium	0.04 g	0.15%	0.16%		
Copper	0.40 mg	13.64 mg/kg	14.94 mg/kg		
Zinc	5.08 mg	172 mg/kg	188 mg/kg		
Vitamin A	721 IU	24,394 IU/kg	26,705 IU/kg		
Vitamin E	9.31 IU	315 IU/kg	345 IU/kg		
Total Omega-6 Fatty Acids	0.49 g	1.66%	1.82%		
Total Omega-3 Fatty Acids	0.06 g	0.20%	0.22%		
EPA+DHA	0.04 g	0.13%	0.14%		

DIGESTION TEST RESULTS†				
DIGESTIBILITY:	DRY			
Total, %	76.1			
Protein, %	78.1			
Fat, %	91.2			
Carbohydrate, %	76.0			
Calorie, %	80.1			
PERCENTAGE OF METABOLIZABLE				

PERCENTAGE OF METABOLIZABLE ENERGY FROM:			
Protein, %	23.3		
Fat, %	30.3		
Carbohydrate, %	46.4		

† Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
EN Gastroenteric	Bags of 2.72 kg	28 cups
Fiber Balance®	Bags of 8.16 kg	85 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.



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#### Medical Indications:

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Hyperlipidemia
- Lymphangiectasia
- Pancreatitis
- Protein-losing enteropathy
- Inflammatory bowel disease
- Exocrine pancreatic insufficiency
- Vomiting and diarrhea

## Medical Contraindications:

None



## Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Purina Pro Plan Veterinary Diets EN Gastroenteric Low Fat Canine dry formula provides complete and balanced nutrition for maintenance of adult dogs. Purina Pro Plan Veterinary Diets EN Gastroenteric Low Fat Canine canned formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>					
BODY	WEIGHT	DRY	CANNED			
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	Approximate Number of 380 g Cans/Day <sup>3</sup>			
5	2.3	3/4	5/8			
10	4.5	11/8	1			
20	9.1	17/8	15/8			
30	13.6	21/2	2 1/4			
40	18.2	3	2 5/8			
50	22.7	31/2	31/8			
60	27.3	3 7/8	3 1/2			
80	36.4	4 3/4	4 1/4			
1004	45.5	51/2	5			
		CALORIE CONTENT (FED) <sup>2</sup>	CALORIE CONTENT (CALCULATED)			
·		3550 kcal/kg	956 kcal/kg			
		3.550 kcal/g	0.956 kcal/g			
		327 kcal/250 ml cup	363 kcal/380 g can			

#### Gastrointestinal Health:



High total digestibility to promote nutrient absorption



Low in fat for dogs who have difficulty digesting fat



Contains a prebiotic fiber that helps nourish a healthy GI tract

#### General Health:

- Added antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Brewers rice, barley, corn gluten meal, poultry by-product meal, animal digest, animal fat preserved with mixed-tocopherols, calcium carbonate, mono and dicalcium phosphate, inulin, potassium chloride, sodium bicarbonate, salt, L-Lysine monohydrochloride, Vitamin E supplement, zinc proteinate, choline chloride, L-ascorbyl-2-polyphosphate (source of Vitamin C), manganese proteinate, ferrous sulfate, niacin (Vitamin B-3), copper proteinate, Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), garlic oil, folic acid (Vitamin B-9), calcium iodate, menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7), sodium selenite. C263317

#### Ingredients (Canned):

Water, meat by-products, rice, barley, soy protein isolate, potato protein, salmon, glycerin, powdered cellulose, guar gum, inulin, calcium sulfate, tricalcium phosphate, potassium chloride, carrageenan, magnesium sulfate, Vitamin E supplement, L-Lysine monohydrochloride, zinc sulfate, niacin (Vitamin B-3), ferrous sulfate, thiamine mononitrate (Vitamin B-1), calcium pantothenate (Vitamin B-5), natural smoke flavor, pyridoxine hydrochloride (Vitamin B-6), copper sulfate, Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), Vitamin A supplement, manganese sulfate, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), potassium iodide, sodium selenite. D258920



AVERAGE NUTRIENT CONTENT						
		DRY CANNED				
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	7.32 g	26.00%	28.46%	12.03 g	11.50%	43.41%
Fat	1.74 g	6.19%	6.77%	2.61 g	2.49%	9.40%
Carbohydrate	14.26 g	50.64%	55.44%	10.22 g	9.77%	36.89%
Crude Fiber	0.34 g	1.21%	1.32%	0.88 g	0.85%	3.19%
Total Dietary Fiber	2.01 g	7.12%	7.79%	2.97 g	2.84%	10.72%
Soluble Fiber	0.36 g	1.29%	1.41%	0.67 g	0.64%	2.42%
Insoluble Fiber	1.64 g	5.83%	6.38%	2.30 g	2.20%	8.30%
Calcium	0.33 g	1.17%	1.28%	0.28 g	0.26%	0.99%
Phosphorus	0.23 g	0.82%	0.90%	0.23 g	0.22%	0.83%
Potassium	0.21 g	0.73%	0.80%	0.25 g	0.24%	0.90%
Sodium	0.14 g	0.48%	0.53%	0.16 g	0.15%	0.56%
Chloride	0.25 g	0.89%	0.98%	0.24 g	0.23%	0.86%
Magnesium	0.03 g	0.09%	0.10%	0.02 g	0.02%	0.09%
Copper	0.41 mg	14.64 mg/kg	16.03 mg/kg	0.50 mg	4.74 mg/kg	17.87 mg/kg
Zinc	6.06 mg	215 mg/kg	235 mg/kg	4.08 mg	39 mg/kg	147 mg/kg
Vitamin A	653 IU	23,172 IU/kg	25,368 IU/kg	2,635 IU	25,188 IU/kg	95,049 IU/kg
Vitamin E	18.42 IU	654 IU/kg	716 IU/kg	17.15 IU	164 IU/kg	619 IU/kg
Total Omega-6 Fatty Acids	0.42 g	1.47%	1.61%	0.46 g	0.44%	1.65%
Total Omega-3 Fatty Acids	0.02 g	0.07%	0.07%	0.03 g	0.03%	0.11%
EPA+DHA	0.00 g	0.00%	0.00%	0.02 g	0.02%	0.06%

DIGESTION TEST RESULTS†					
DIGESTIBILITY:	DRY	CANNED			
Total, %	87.8	80.8			
Protein, %	87.1	82.3			
Fat, %	86.7	82.9			
Carbohydrate, %	94.5	90.4			
Calorie, %	89.5	82.1			
PERCENTAGE OF METABOLIZABLE ENERGY FROM:					
Protein, %	28.4	42.1			
Fat, %	16.3	22.1			

†Based on digestion testing conducted at the Purina PetCare Technology Centers

55.3

Carbohydrate, %

PACKAGING	Sizes available	Cups per size
EN Gastroenteric Low Fat®	Cases, 12 x 380 g	
	Bags of 2.72 kg	29 cups
	Bags of 8.16 kg	88 cups
	Bags of 14.5 kg	157 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.





**VEGETARIAN FORMULA** 

CANINE FORMULA

#### **Medical Indications:**

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

#### **GASTROINTESTINAL**

- Elimination diet trial
- Food allergic gastroenteritis
- Food intolerance
- Inflammatory bowel disease
- Lymphangiectasia
- Protein-losing enteropathy
- Pancreatitis
- Exocrine pancreatic insufficiency
- Malabsorption

#### **DERMATOLOGIC**

- Elimination diet trial
- Food allergic dermatitis

#### **ADDITIONAL**

- Hepatic encephalopathy
- History of urate urolithiasis
- Hyperlipidemia





**AVAILABLE SIZES** Bags of 2.72, 7.48 and 11.33 kgs

## Medical Contraindications:

• None

# Feeding and Administration:

Purina Pro Plan Veterinary Diets HA Hydrolyzed Canine Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

FEEDING GUIDE <sup>1</sup>				
BODY	WEIGHT	DRY		
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>		
5	2.3	3/4		
10	4.5	11/4		
20	9.1	2		
30	13.6	2 1/2		
40	18.2	3		
50	22.7	3 2/3		
60	27.3	4		
80	36.4	5		
1004	45.5	5 3/4		
	CALORIE	CONTENT (FED) <sup>2</sup>		
_		3695 kcal/kg		
		3.695 kcal/g		
		314 kcal/250 ml cup		



#### Gastrointestinal Health and Food Sensitivities:



Formulas contain hydrolyzed protein sources and have a formula average molecular weight of 12,000 daltons or less to reduce the risk of allergic reaction



Single low-allergen carbohydrate source (corn starch) to help minimize the risk of an allergic reaction



Highly digestible to promote optimal nutrient absorption

- Contains medium-chain triglycerides (16.5-27.0% of fat), a source of fat which is easily digested and absorbed to provide readily available energy
- Contains omega-6 fatty acids, vitamin A and zinc to maintain and protect the skin barrier

#### General Health:

- · Contains antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Vegetarian):

Corn starch, hydrolyzed soy protein isolate, coconut oil, partially hydrogenated canola oil preserved with TBHQ, powdered cellulose, tricalcium phosphate, dicalcium phosphate, corn oil, potassium chloride, guar gum, salt, choline chloride, magnesium oxide, DL-Methionine, taurine, zinc sulfate, Vitamin E supplement, ferrous sulfate, manganese sulfate, niacin (Vitamin B-3), copper sulfate, Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, garlic oil, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, calcium iodate, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K), sodium selenite. C-2626



AVERAGE NUTRIENT CONTENT					
	DRY				
	PER 100 KCAL ME	AS FED	DRY MATTER		
Protein	5.36 g	19.80%	21.56%		
Fat	2.65 g	9.80%	10.67%		
Carbohydrate	14.93 g	55.15%	60.05%		
Crude Fiber	0.40 g	1.47%	1.60%		
Total Dietary Fiber	1.16 g	4.27%	4.65%		
Soluble Fiber	0.24 g	0.89%	0.97%		
Insoluble Fiber	0.91 g	3.38%	3.68%		
Calcium	0.30 g	1.10%	1.20%		
Phosphorus	0.23 g	0.84%	0.91%		
Potassium	0.16 g	0.60%	0.65%		
Sodium	0.09 g	0.34%	0.37%		
Chloride	0.18 g	0.67%	0.73%		
Magnesium	0.04 g	0.15%	0.16%		
Copper	0.44 mg	16.40 mg/kg	17.86 mg/kg		
Zinc	7.98 mg	295 mg/kg	321 mg/kg		
Vitamin A	315 IU	11,655 IU/kg	12,691 IU/kg		
Vitamin E	8.23 IU	304 IU/kg	331 IU/kg		
Total Omega-6 Fatty Acids	0.48 g	1.77%	1.93%		
Total Omega-3 Fatty Acids	0.02 g	0.07%	0.07%		
EPA+DHA	0.00 g	0.00%	0.00%		

DIGESTION TEST RESULTS†				
DIGESTIBILITY:	DRY			
Total, %	89.4			
Protein, %	89.0			
Fat, %	92.9			
Carbohydrate, %	96.5			
Calorie, %	92.1			
PERCENTAGE OF METABOLIZABLE ENERGY FROM:				
Protein, %	20.1			

† Based on digestion testing conducted at the Purina PetCare Technology Centers

Fat, %

Carbohydrate, %

PACKAGING	Sizes available	Cups per size
HA Hydrolyzed®	Bags of 2.72 kg	32 cups
Vegetarian	Bags of 7.48 kg	88 cups
	Bags of 11.33 kg	133 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.



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24.1 55.8



CHICKEN FLAVOR

CANINE FORMULA

#### **Medical Indications:**

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

#### **GASTROINTESTINAL**

- Elimination diet trial
- Food allergic gastroenteritis
- Food intolerance
- Inflammatory bowel disease
- Lymphangiectasia
- Protein-losing enteropathy
- Pancreatitis
- Exocrine pancreatic insufficiency
- Malabsorption

#### **DERMATOLOGIC**

- Elimination diet trial
- Food allergic dermatitis

#### **ADDITIONAL**

Hyperlipidemia



## Medical Contraindications:

None

# Feeding and Administration:

Purina Pro Plan Veterinary Diets HA Hydrolyzed Chicken Flavor Dry Canine Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs. Purina Pro Plan Veterinary Diets HA Hydrolyzed Chicken Flavor Canned Canine Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth of puppies and maintenance of adult dogs, including growth of large sized dogs (70 lb. or more as an adult).

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>					
BODY	WEIGHT	DRY	CANNED			
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	Approximate Number of 377 g Cans/Day <sup>3</sup>			
5	2.3	3/4	3/4			
10	4.5	11/8	11/8			
20	9.1	2	13/4			
30	13.6	2 1/2	2 1/4			
40	18.2	3	2 3/4			
50	22.7	3 1/2	3 1/4			
60	27.3	4	3 5/8			
80	36.4	4 3/4	41/2			
1004	45.5	51/2	51/8			
		CALORIE CONTENT (FED) <sup>2</sup>				
		3782 kcal/kg	905 kcal/kg			
		3.782 kcal/g	0.905 kcal/g			
		342 kcal/250 ml cup	341 kcal/377 g can			

See Puppy Feeding Guide Section on page 50 for growth feeding recommendations



#### Gastrointestinal Health and Food Sensitivities:



Formulas contain hydrolyzed protein sources and have a formula average molecular weight of 12,000 daltons or less to reduce the risk of allergic reaction



Single low-allergen carbohydrate source (corn starch or pea starch) to help minimize the risk of an allergic reaction



Highly digestible to promote optimal nutrient absorption (dry)

- Contains medium-chain triglycerides (12.5-21.0% of fat), a source of fat which is easily digested and absorbed to provide readily available energy
- Contains omega-6 fatty acids, vitamin A and zinc to maintain and protect the skin barrier

#### General Health:

- Contains antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Corn starch, hydrolyzed soy protein isolate, partially hydrogenated canola oil preserved with TBHQ, coconut oil, powdered cellulose, tricalcium phosphate, corn oil, dicalcium phosphate, hydrolyzed chicken liver, hydrolyzed chicken, potassium chloride, guar gum, salt, choline chloride, magnesium oxide, DL-Methionine, taurine, zinc sulfate, Vitamin E supplement, ferrous sulfate, manganese sulfate, niacin (Vitamin B-3), copper sulfate, Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, garlic oil, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, calcium iodate, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K), sodium selenite. B-2627

#### Ingredients (Canned):

Water sufficient for processing, pea starch, hydrolyzed chicken liver, hydrolyzed soy protein isolate, powdered cellulose, dicalcium phosphate, coconut oil, guar gum, potassium chloride, carrageenan, soybean oil, fish oil, choline chloride, magnesium sulfate, salt, taurine, L-Threonine, DL-Methionine, xanthan gum, Vitamin E supplement, L-Cysteine, zinc sulfate, glycine, ferrous sulfate, niacin (Vitamin B-3), Vitamin A supplement, calcium carbonate, copper sulfate, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), manganese sulfate, Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), potassium iodide, menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7), sodium selenite. B458918

AVERAGE NUTRIENT CONTENT						
		DRY			CANNED	)
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	5.29 g	20.02%	21.77%	7.67 g	6.94%	26.63%
Fat	3.22 g	12.17%	13.24%	3.60 g	3.26%	12.50%
Carbohydrate	13.99 g	52.91%	57.53%	12.14 g	10.99%	42.15%
Crude Fiber	0.37 g	1.41%	1.53%	2.45 g	2.21%	8.49%
Total Dietary Fiber	1.06 g	4.00%	4.35%	4.80 g	4.34%	16.64%
Soluble Fiber	0.13 g	0.50%	0.54%	0.76 g	0.69%	2.65%
Insoluble Fiber	0.93 g	3.50%	3.81%	4.03 g	3.65%	14.00%
Calcium	0.28 g	1.06%	1.15%	0.40 g	0.36%	1.38%
Phosphorus	0.22 g	0.82%	0.89%	0.38 g	0.34%	1.31%
Potassium	0.15 g	0.59%	0.64%	0.34 g	0.30%	1.17%
Sodium	0.09 g	0.34%	0.37%	0.15 g	0.13%	0.52%
Chloride	0.17 g	0.65%	0.71%	0.35 g	0.31%	1.21%
Magnesium	0.04 g	0.15%	0.16%	0.02 g	0.02%	0.07%
Copper	0.42 mg	15.90 mg/kg	17.29 mg/kg	0.56 mg	5.09 mg/kg	19.53 mg/kg
Zinc	7.51 mg	284 mg/kg	309 mg/kg	9.77 mg	88 mg/kg	339 mg/kg
Vitamin A	354 IU	13,395 IU/kg	14,566 IU/kg	1433 IU	12,970 IU/kg	49,741 IU/kg
Vitamin E	7.69 IU	291 IU/kg	316 IU/kg	15.91 IU	144 IU/kg	552 IU/kg
Total Omega-6 Fatty Acids	0.64 g	2.42%	2.64%	0.53 g	0.48%	1.83%
Total Omega-3 Fatty Acids	0.02 g	0.07%	0.07%	0.08 g	0.07%	0.28%
EPA+DHA	0.00 g	0.00%	0.00%	0.04 g	0.03%	0.13%

DIGESTION TEST RESULTS†						
DIGESTIBILITY:	DRY	CANNED				
Total, %	90.6	75.5				
Protein, %	90.7	76.5				
Fat, %	95.5	90.2				
Carbohydrate, %	96.7	89.2				
Calorie, %	92.4	79.1				
PERCENTAGE OF METABOLIZABLE ENERGY FROM:						
Protein, %	19.6	26.8				
Fat, %	28.8	30.7				

† Based on digestion testing conducted at the Purina PetCare Technology Centers

51.6

Carbohydrate, %

PACKAGING	G Sizes available	
HA Hydrolyzed® Chicken Flavor	Cases, 12 x 377 g cans	
Cnicken Flavor	Bags of 2.72 kg	30 cups
	Bags of 7.48 kg	82 cups
	Bags of 11.33 kg	125 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.







#### SALMON FLAVOR

CANINE FORMULA

#### Medical Indications:

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

#### **GASTROINTESTINAL**

- Elimination diet trial
- Food allergic gastroenteritis
- Food intolerance
- Inflammatory bowel disease
- Lymphangiectasia
- Protein-losing enteropathy
- Pancreatitis
- Exocrine pancreatic insufficiency
- Malabsorption

#### **DERMATOLOGIC**

- Elimination diet trial
- Food allergic dermatitis

#### **ADDITIONAL**

• Hyperlipidemia





**AVAILABLE SIZES** Bags of 2.72, 7.48 and 11.33 kgs

#### **Medical Contraindications:**

None

# Feeding and Administration:

Purina Pro Plan Veterinary Diets HA Hydrolyzed Salmon Flavor Canine Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth of puppies and maintenance of adult dogs, including growth of large sized dogs (70 lb or more as an adult).

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

FEEDING GUIDE <sup>1</sup>				
BODY WEIGHT		DRY		
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>		
5	2.3	3/4		
10	4.5	11/4		
20	9.1	2		
30	13.6	21/2		
40	18.2	3		
50	22.7	31/2		
60	27.3	4		
80	36.4	5		
1004	45.5	5 3/4		
CALORIE CONTENT (CALCULATED) <sup>2</sup>				
		3506 kcal/kg		
	3.506 kcal/g			
316 kcal/250 ml cup				

See Puppy Feeding Guide Section on page 51 for growth feeding recommendations



#### Gastrointestinal Health and Food Sensitivities:



Formula contains hydrolyzed protein sources and has a formula average molecular weight of 12,000 daltons or less to reduce the risk of allergic reaction



Single low-allergen carbohydrate source (corn starch) to help minimize the risk of an allergic reaction



Highly digestible to promote optimal nutrient absorption

- Contains medium-chain triglycerides (14.5-23.4% of fat), a source of fat which is easily digested and absorbed to provide readily available energy
- Contains omega-6 fatty acids, vitamin A and zinc to maintain and protect the skin barrier

#### General Health:

- Contains antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### **Ingredients:**

Corn starch, hydrolyzed soy protein isolate, coconut oil, tricalcium phosphate, partially hydrogenated canola oil preserved with TBHQ, hydrolyzed salmon, powdered cellulose, corn oil, potassium chloride, L-Threonine, guar gum, salt, DL-Methionine, fish oil, choline chloride, magnesium oxide, Vitamin E supplement, taurine, dicalcium phosphate, zinc sulfate, ferrous sulfate, manganese sulfate, niacin (Vitamin B-3), soybean oil, Vitamin A supplement, calcium carbonate, copper sulfate, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), garlic oil, folic acid (Vitamin B-9), calcium iodate, menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7), sodium selenite. A263820



AVERAGE NUTRIENT CONTENT				
		DRY		
	PER 100 KCAL ME	AS FED	DRY MATTER	
Protein	6.64 g	23.28%	25.34%	
Fat	3.30 g	11.58%	12.61%	
Carbohydrate	13.84 g	48.51%	52.81%	
Crude Fiber	0.44 g	1.54%	1.67%	
Total Dietary Fiber	1.04 g	3.63%	3.95%	
Soluble Fiber	0.36 g	1.27%	1.38%	
Insoluble Fiber	0.67 g	2.36%	2.57%	
Calcium	0.43 g	1.52%	1.65%	
Phosphorus	0.29 g	1.00%	1.09%	
Potassium	0.23 g	0.82%	0.89%	
Sodium	0.11 g	0.39%	0.43%	
Chloride	0.25 g	0.87%	0.95%	
Magnesium	0.04 g	0.13%	0.14%	
Copper	0.04 mg	14.36 mg/kg	15.63 mg/kg	
Zinc	8.11 mg	284 mg/kg	310 mg/kg	
Vitamin A	309 IU	10,840 IU/kg	11,800 IU/kg	
Vitamin E	16.26 IU	570 IU/kg	621 IU/kg	
Total Omega-6 Fatty Acids	0.52 g	1.82%	1.98%	
Total Omega-3 Fatty Acids	0.13 g	0.45%	0.49%	
EPA+DHA	0.03 g	0.10%	0.11%	

DIGESTION TEST RESULTS†			
DIGESTIBILITY:	DRY		
Total, %	88.2		
Protein, %	90.0		
Fat, %	93.0		
Carbohydrate, %	96.9		
Calorie, %	92.3		
PERCENTAGE OF METABOLIZABLE			

PERCENTAGE OF METABOLIZABLE ENERGY FROM:			
Protein, % 23.2			
Fat, %	28.1		
Carbohydrate, % 48.7			

† Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size	
HA Hydrolyzed® Salmon Flavor	Bags of 2.72 kg 30 cups		
Salmon Flavor	Bags of 7.48 kg	82 cups	
	Bags of 11.33 kg	125 cups	

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.





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**RESOURCES** 



CANINE FORMULA

#### **Medical Indications:**

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Adult and senior dogs with osteoarthritis
- · Healthy puppies and adult dogs predisposed to joint disorders
- Rheumatoid arthritis
- Other inflammatory joint conditions
- Heart disease

#### **Medical Contraindications:**

None





**AVAILABLE SIZES** Bags of 2.72, 8.16 and 14.5 kgs

## Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Purina Pro Plan Veterinary Diets JM Joint Mobility Canine Formula provides complete and balanced nutrition for growth of puppies and maintenance of adult dogs including growth of large size dogs (70 lbs. or more as an adult).

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

			FEEDING GUIDE		
BODY V	WEIGHT	FOR WEIGHT LOSS		FOR MAINTENANCE	
lbs	kg	kcal/day	Approximate Number of 250 ml Cups/Day <sup>3</sup>	kcal/day	Approximate Number of 250 ml Cups/Day <sup>3</sup>
5	2.3	182	1/2	243	5/8
10	4.5	286	3/4	381	1
20	9.1	458	11/8	610	11/2
30	13.6	599	11/2	799	2
40	18.2	728	17/8	971	21/2
50	22.7	845	21/8	1126	23/4
60	27.3	956	2 1/2	1274	31/8
80	36.4	1159	27/8	1545	37/8
1004	45.5	1346	3 1/4	1794	4 1/2
CALORIE CONTENT (FED) <sup>2</sup>					
			3775 kcal/kg		
			3.775 kcal/g		
			401 kcal/250 ml cup		

See Puppy Feeding Guide Section on page 51 for growth feeding recommendations



#### JM JOINT MOBILITY®

#### Joint Mobility:



High level of omega-3 fatty acids (EPA) to help nutritionally manage dogs with joint conditions



Improves mobility in arthritic dogs



Contains glucosamine to help support cartilage health

- Reduces enzymes involved in cartilage breakdown
- Reduces inflammation associated with joint conditions

#### General Health:

- High protein-to-calorie ratio to help support lean muscle mass
- May be fed for weight loss and weight maintenance
- Contains antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress
- Formulated with a moderate sodium restriction, high protein and high omega-3 fatty acid level for the nutritional support of dogs with heart disease
- Great taste to help ensure adequate nutrient intake

#### Ingredients:

Brewers rice, trout, salmon meal, corn gluten meal, poultry by-product meal (source of glucosamine), dried egg product, oat fiber, animal digest, animal fat preserved with mixed-tocopherols, fish oil, chicken, mono and dicalcium phosphate, potassium chloride, Vitamin E supplement, salt, choline chloride, glucosamine hydrochloride, taurine, L-ascorbyl-2-polyphosphate (Vitamin C), zinc sulfate, ferrous sulfate, manganese sulfate, niacin (Vitamin B-3), Vitamin A supplement, calcium carbonate, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), copper sulfate, Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), calcium iodate, menadione sodium bisulfite complex (Vitamin K), biotin (Vitamin B-7), Vitamin D-3 supplement, sodium selenite. C-2628



AVERAGE NUTRIENT CONTENT			
	DRY		
	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	8.39 g	31.68%	34.59%
Fat	3.54 g	13.36%	14.59%
Carbohydrate	9.96 g	37.61%	41.07%
Crude Fiber	0.49 g	1.85%	2.02%
Total Dietary Fiber	2.20 g	8.29%	9.05%
Soluble Fiber	0.22 g	0.82%	0.90%
Insoluble Fiber	1.98 g	7.47%	8.16%
Calcium	0.38 g	1.42%	1.55%
Phosphorus	0.32 g	1.21%	1.32%
Potassium	0.18 g	0.69%	0.75%
Sodium	0.11 g	0.40%	0.44%
Chloride	0.20 g	0.75%	0.82%
Magnesium	0.02 g	0.09%	0.10%
Copper	0.46 mg	17.25 mg/kg	18.84 mg/kg
Zinc	6.96 mg	263 mg/kg	287 mg/kg
Vitamin A	596 IU	22,516 IU/kg	24,585 IU/kg
Vitamin E	28.56 IU	1,078 IU/kg	1,177 IU/kg
Total Omega-6 Fatty Acids	0.49 g	1.85%	2.02%
Total Omega-3 Fatty Acids	0.25 g	0.96%	1.04%
EPA+DHA	0.22 g	0.82%	0.89%
Glucosamine	27.87 mg	1052 mg/kg	1149 mg/kg

DIGESTION TEST RESULTS†			
DIGESTIBILITY: DRY			
Total, %	84.4		
Protein, %	89.3		
Fat, %	93.6		
Carbohydrate, % 91.2			
Calorie, % 88.9			
PERCENTAGE OF METABOLIZABLE ENERGY FROM:			
D 1 1 01			

 FERCEIT AGUE TAGGET AGUE TAGGET

†Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
JM Joint Mobility®	Bags of 2.72 kg	25 cups
	Bags of 8.16 kg	76 cups
	Bags of 14.5 kg	136 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 10 lbs of body weight, feed an additional 114 kilocalories.

**INGREDIENTS** 

**GLOSSARY** 





#### Medical Indications:

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Idiopathic epilepsy as an adjunct to veterinary therapy
- Cognitive Dysfunction Syndrome

#### **Medical Contraindications:**

• None





**AVAILABLE SIZES** Bags of 2.72, 4.99 and 11.3 kgs

# Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Purina Pro Plan Veterinary Diets NC NeuroCare Canine Formula provides complete and balanced nutrition for growth of puppies and maintenance of adult dogs, including growth of large sized dogs (70 lb. or more as an adult).

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

FEEDING GUIDE <sup>1</sup>				
BODY W	EIGHT	DRY		
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>		
5	2.3	5/8		
10	4.5	1		
20	9.1	15/8		
30	13.6	21/8		
40	18.2	2 5/8		
50	22.7	3		
60	27.3	31/2		
80	36.4	41/4		
1004	45.5	47/8		
	CALORIE CONTENT (CALCULATED) <sup>2</sup>			
	3714 kcal/kg			
		3.714 kcal/g		
394 kcal/250 ml cup				

See Puppy Feeding Guide Section on page 52 for growth feeding recommendations

#### Neurologic Health:



Formulated with medium-chain triglyceride vegetable oil to help nutritionally manage dogs with epilepsy as an adjunct to veterinary therapy

#### Cognitive Health:



Enhanced with a unique blend of nutrients and medium-chain triglyceride vegetable oil to help nutritionally manage dogs with Cognitive Dysfunction Syndrome

#### General Health:

- Added antioxidant vitamins E & C to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress
- Omega-3 fatty acids to help support brain health and EPA to help reduce inflammation
- High in protein to help maintain lean muscle mass
- Great taste to help ensure adequate nutrient intake

#### Ingredients:

Chicken, chicken meal, corn gluten meal, brewers rice, ground yellow corn, ground wheat, vegetable oil (source of medium-chain triglycerides), corn germ meal, barley, glycerin, natural flavor, fish oil, dried egg product, L-Arginine, mono and dicalcium phosphate, wheat bran, fish meal, salt, potassium chloride, calcium carbonate, L-Lysine monohydrochloride, Vitamin E supplement, choline chloride, L-ascorbyl-2polyphosphate (Vitamin C), zinc sulfate, ferrous sulfate, niacin (Vitamin B-3), Vitamin A supplement, manganese sulfate, thiamine mononitrate (Vitamin B-1), soybean oil, calcium pantothenate (Vitamin B-5), Vitamin B-12 supplement, copper sulfate, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), garlic oil, folic acid (Vitamin B-9), menadione sodium bisulfite complex (Vitamin K), calcium iodate, biotin (Vitamin B-7), Vitamin D-3 supplement, sodium selenite. E263521

AVERAGE NUTRIENT CONTENT			
	DRY		
	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	8.08 g	30.00%	32.78%
Fat	4.34 g	16.11%	17.60%
Carbohydrate	9.96 g	36.99%	40.41%
Crude Fiber	0.44 g	1.64%	1.79%
Total Dietary Fiber	2.59 g	9.61%	10.50%
Soluble Fiber	0.21 g	0.78%	0.85%
Insoluble Fiber	2.38 g	8.83%	9.65%
Calcium	0.37 g	1.38%	1.51%
Phosphorus	0.30 g	1.10%	1.20%
Potassium	0.16 g	0.61%	0.66%
Sodium	0.09 g	0.33%	0.36%
Chloride	0.24 g	0.89%	0.97%
Magnesium	0.03 g	0.11%	0.12%
Copper	0.31 mg	11.56 mg/kg	12.63 mg/kg
Zinc	6.44 mg	239 mg/kg	261 mg/kg
Vitamin A	954 IU	35,415 IU/kg	38,692 IU/kg
Vitamin E	27.54 IU	1,023 IU/kg	1,118 IU/kg
Total Omega-6 Fatty Acids	0.51 g	1.91%	2.09%
Total Omega-3 Fatty Acids	0.16 g	0.58%	0.63%
EPA+DHA	0.12 g	0.46%	0.50%

DISECTION TEST DESIGNATES					
DIGESTION TES	RESULTS				
DIGESTIBILITY:	DRY				
Total, %	85.0				
Protein, %	88.1				
Fat, %	93.2				
Carbohydrate, %	89.4				
Calorie, %	88.5				
PERCENTAGE OF METABOLIZABLE ENERGY FROM:					

PERCENTAGE OF METABOLIZABLE ENERGY FROM:			
Protein, %	28.3		
Fat, %	36.9		
Carbohydrate, %	34.9		

<sup>†</sup> Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
NC NeuroCare®	Bags of 2.72 kg	25 cups
	Bags of 4.99 kg	47 cups
	Bags of 1.3 kg	108 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.



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#### **Medical Indications:**

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Chronic kidney disease
- Hepatic disease associated with encephalopathy
- Conditions benefitting from moderate sodium reduction

#### **Medical Contraindications:**

• Conditions that require high protein or phosphorus intake



# Feeding and Administration:

Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Pro Plan Veterinary Diets NF Kidney Function Canine Formulas provide complete and balanced nutrition for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>					
BODY	Y WEIGHT DRY		CANNED			
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	Approximate Number of 377 g Cans/Day <sup>3</sup>			
5	2.3	1/2	1/2			
10	4.5	3/4	3/4			
20	9.1	1 1/4	11/4			
30	13.6	15/8	15/8			
40	18.2	2	2			
50	22.7	2 3/8	2 3/8			
60	27.3	2 3/4	2 3/4			
80	36.4	3 1/4	3 1/4			
1004	45.5	3 3/4	3 3/4			
		CALORIE CONTENT (FED) <sup>2</sup>	CALORIE CONTENT (CALCULATED) <sup>2</sup>			
_		4091 kcal/kg	1282 kcal/kg			
		4.091 kcal/g	1.282 kcal/g			
		478 kcal/250 ml cup	483 kcal/377 g can			

#### Renal Health:



Restricted amount of high-quality protein to minimize the production of filtered nitrogenous waste products



Restricted phosphorus to nutritionally manage dogs with chronic kidney disease



Reduced sodium to minimize the risk of hypertension

- Added B-complex vitamins to help compensate for those lost secondary to polyuria
- Formulated to be non-acidifying
- Energy-dense for needed calories

#### General Health:

- Contains antioxidant vitamins A and E to help support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Whole grain corn, brewers rice, dried egg product, animal fat preserved with mixed-tocopherols, sugar, dried whey, sodium caseinate, animal liver flavor, calcium carbonate, vegetable oil, potassium chloride, L-Lysine monohydrochloride, fish oil, salt, potassium citrate, mono and dicalcium phosphate, Vitamin E supplement, choline chloride, zinc sulfate, ferrous sulfate, niacin (Vitamin B-3), manganese sulfate, Vitamin A supplement, calcium pantothenate (Vitamin B-1), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, copper sulfate, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), garlic oil, folic acid (Vitamin B-9), menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, calcium iodate, biotin, sodium selenite. C262917



#### Ingredients (Canned):

Water sufficient for processing, meat by-products, rice, corn grits, beef, liver, chicken by-products, animal fat (preserved with TBHQ and citric acid), calcium sulfate, guar gum, fish oil, potassium citrate, locust bean gum, carrageenan, potassium chloride, magnesium sulfate, choline chloride, natural smoke flavor, Vitamin E supplement, DL-Methionine, zinc sulfate, ferrous sulfate, niacin (Vitamin B-3), thiamine mononitrate (Vitamin B-1), calcium pantothenate (Vitamin B-5), copper sulfate, pyridoxine hydrochloride (Vitamin B-6), manganese sulfate, Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), Vitamin B-3 supplement, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), potassium iodide, sodium selenite. B259217

Fat, %

Carbohydrate, %



AVERAGE NUTRIENT CONTENT							
		DRY			DRY CANNED		)
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER	
Protein	3.44 g	14.09%	15.40%	4.14 g	5.31%	19.31%	
Fat	3.59 g	14.68%	16.04%	6.09 g	7.81%	28.40%	
Carbohydrate	14.07 g	57.56%	62.90%	9.43 g	12.09%	43.96%	
Crude Fiber	0.23 g	0.95%	1.03%	0.61 g	0.78%	2.84%	
Total Dietary Fiber	1.10 g	4.50%	4.92%	1.80 g	2.31%	8.40%	
Soluble Fiber	0.15 g	0.62%	0.68%	0.48 g	0.61%	2.22%	
Insoluble Fiber	0.95 g	3.88%	4.24%	1.33 g	1.70%	6.18%	
Calcium	0.15 g	0.62%	0.68%	0.16 g	0.20%	0.73%	
Phosphorus	0.08 g	0.31%	0.34%	0.08 g	0.10%	0.36%	
Potassium	0.17 g	0.70%	0.76%	0.23 g	0.30%	1.08%	
Sodium	0.06 g	0.26%	0.28%	0.04 g	0.05%	0.18%	
Chloride	0.17 g	0.70%	0.77%	0.11 g	0.15%	0.53%	
Magnesium	0.02 g	0.07%	0.08%	0.02 g	0.03%	0.10%	
Copper	0.26 mg	10.47 mg/kg	11.44 mg/kg	0.27 mg	3.46 mg/kg	12.58 mg/kg	
Zinc	4.18 mg	171 mg/kg	187 mg/kg	3.99 mg	51 mg/kg	186 mg/kg	
Vitamin A	705 IU	28,824 IU/kg	31,499 IU/kg	1,115 IU	14,286 IU/kg	51,949 IU/kg	
Vitamin E	10.83 IU	443 IU/kg	484 IU/kg	11.00 IU	141 IU/kg	513 IU/kg	
Total Omega-6 Fatty Acids	0.56 g	2.30%	2.51%	1.16 g	1.49%	5.42%	
Total Omega-3 Fatty Acids	0.07 g	0.27%	0.30%	0.11 g	0.14%	0.49%	
EPA+DHA	0.03 g	0.12%	0.14%	0.06 g	0.08%	0.28%	

**FELINE** FORMULAS

DIGESTION	TEST RE	SULTS†		
DIGESTIBILITY:	DRY	CANNED		
Total, %	90.2	87.4		
Protein, %	83.6	73.9		
Fat, %	94.2	94.7		
Carbohydrate, %	95.2	94.5		
Calorie, %	95.2	84.8		
PERCENTAGE OF METABOLIZABLE ENERGY FROM:				
Protein, %	13.1	14.6		

† Based on digestion testing conducted at the Purina PetCare Technology Centers

33.2

53.7

52.4

33.0

PACKAGING	Sizes available	Cups per size
NF Kidney	Cases, 12 x 377 g	
Function®	Bags of 2.72 kg	23 cups
	Bags of 8.16 kg	69 cups
	Bags of 15.4 kg	131 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.





CANINE FORMULA

#### **Medical Indications:**

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Obesity (weight loss and weight maintenance)
- Constipation
- Fiber responsive colitis
- Diabetes mellitus in overweight dogs
- Hyperlipidemia in overweight dogs

#### **Medical Contraindications:**

Conditions associated with catabolic states



# Feeding and Administration:

Pro Plan Veterinary Diets OM Overweight Management Canine Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs. Pro Plan Veterinary Diets OM Overweight Management Canine Formula With Chicken In Sauce is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for obesity management. Daily food intake should be adjusted every 4 weeks.

	FEEDING GUIDE <sup>1</sup>						
	BODY WEIGHT		FOR WEIGHT LO	oss	FOR MAINTENANCE		
lbs	kg	kcals/day	Dry Approximate Number of 250 ml Cups/Day <sup>3</sup>	Canned Approximate Number of 377 g Cans/Day <sup>3</sup>	kcals/day	Dry Approximate Number of 250 ml Cups/Day <sup>3</sup>	Canned Approximate Number of 377 g Cans/Day <sup>3</sup>
5	2.3	170	5/8	5/8	243	7/8	1
10	4.5	267	1	11/8	381	11/2	11/2
20	9.1	427	15/8	13/4	610	23/8	2 1/2
30	13.6	559	21/8	2 1/4	799	3 1/8	3 1/4
40	18.2	680	2 5/8	23/4	971	3 3/4	3 7/8
50	22.7	788	3	3 1/8	1126	4 3/8	4 1/2
60	27.3	892	3 3/8	3 5/8	1274	47/8	5 1/8
80	36.4	1082	4 1/8	43/8	1545	6	6 1/4
1004	45.5	1256	47/8	5	1794	6 7/8	7 1/4
	CALORIE CONTENT (CALCULATED) <sup>2</sup>						
	2950 kcal/kg 663 kcal/kg			_			
	2.950 kcal/g				0.663 kcal/g		
			260 kcal/250 ml c	cup	249 kcal/377 g can		

#### Healthy Weight Loss:



Low in fat and calories



High protein-to-calorie ratio promotes loss of body fat while helping maintain lean body mass



Natural fiber contributes to satiety

- Added L-carnitine to help dogs burn fat more effectively
- Isoflavones help reduce the risk of weight regain and fat accumulation (dry only)
- Available in dry, including Select Blend, and wet to help with long-term compliance and weight-loss success
- May be fed for weight loss or weight maintenance

#### General Health:

- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Whole grain corn, corn gluten meal, soybean hulls, soybean germ meal, soybean meal, glycerin, pea fiber, wheat gluten, poultry by-product meal, natural flavor, powdered cellulose, animal fat preserved with mixed-tocopherols, tricalcium phosphate, salt, choline chloride, Vitamin E supplement, zinc sulfate, L-Lysine monohydrochloride, ferrous sulfate, L-Carnitine, niacin (Vitamin B-3), manganese sulfate, Vitamin A supplement, calcium carbonate, soybean oil, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, copper sulfate, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), garlic oil, folic acid (Vitamin B-9), menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, calcium iodate, biotin (Vitamin B-7), sodium selenite. F263022



#### Ingredients (Canned):

Water, chicken, liver, powdered cellulose, rice, soy protein isolate, meat by-products, carrageenan, guar gum, tricalcium phosphate, potassium chloride, calcium sulfate, locust bean gum, magnesium sulfate, Vitamin E supplement, calcium carbonate, zinc sulfate, L-Carnitine, thiamine mononitrate (Vitamin B-1), ferrous sulfate, niacin (Vitamin B-3), copper sulfate, calcium pantothenate (Vitamin B-5), manganese sulfate, pyridoxine hydrochloride (Vitamin B-6), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), Vitamin A supplement, potassium iodide, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), sodium selenite. D259320



AVERAGE NUTRIENT CONTENT						
		DRY		CANNED		)
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	9.27 g	27.36%	30.03%	13.00 g	8.62%	41.03%
Fat	2.16 g	6.37%	7.00%	3.53 g	2.34%	11.14%
Carbohydrate	14.05 g	41.46%	45.51%	6.55 g	4.35%	20.69%
Crude Fiber	3.46 g	10.22%	11.22%	5.86 g	3.89%	18.51%
Total Dietary Fiber	7.53 g	22.20%	24.37%	9.43 g	6.25%	29.76%
Soluble Fiber	0.46 g	1.35%	1.48%	0.95 g	0.63%	3.00%
Insoluble Fiber	7.05 g	20.80%	22.83%	8.48 g	5.62%	26.76%
Calcium	0.39 g	1.14%	1.25%	0.41 g	0.27%	1.30%
Phosphorus	0.28 g	0.84%	0.92%	0.34 g	0.23%	1.08%
Potassium	0.25 g	0.74%	0.81%	0.29 g	0.19%	0.91%
Sodium	0.06 g	0.17%	0.19%	0.21 g	0.14%	0.67%
Chloride	0.09 g	0.27%	0.29%	0.24 g	0.16%	0.77%
Magnesium	0.05 g	0.14%	0.15%	0.03 g	0.02%	0.11%
Copper	0.48 mg	14.11 mg/kg	15.49 mg/kg	0.65 mg	4.29 mg/kg	20.42 mg/kg
Zinc	8.44 mg	249 mg/kg	273 mg/kg	8.41 mg	56 mg/kg	265 mg/kg
Vitamin A	342 IU	10,080 IU/kg	11,065 IU/kg	3,339 IU	22,137 IU/kg	105,413 IU/kg
Vitamin E	2.01 IU	59 IU/kg	65 IU/kg	17.93 IU	119 IU/kg	566 IU/kg
Total Omega-6 Fatty Acids	0.56 g	1.65%	1.81%	0.69 g	0.46%	2.19%
Total Omega-3 Fatty Acids	0.04 g	0.12%	0.13%	0.03 g	0.02%	0.08%
EPA+DHA	0.00 g	0.00%	0.00%	0.00 g	0.00%	0.00%

DIGESTION TEST RESULTS†				
DIGESTIBILITY:	DRY	CANNED		
Total, %	66.6	64.0		
Protein, %	83.8	81.7		
Fat, %	84.9	89.7		
Carbohydrate, %	76.7	65.2		
Calorie, %	72.9	69.5		

PERCENTAGE OF METABOLIZABLE ENERGY FROM:				
Protein, %	32.5	46.2		
Fat, %	18.4	30.5		
Carbohydrate, %	49.2	23.3		

† Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
OM Overweight Management®	Cases, 12 x 377 g	
Wanagement	Bags of 2.72 kg	30 cups
	Bags of 8.16 kg	92 cups
	Bags of 14.5 kg	164 cups
Hospital Professional Pack	Bags of 14.5 kg	164 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)

**RESOURCES** 

- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.







CANINE FORMULA

## **Medical Indications:**

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Obesity (weight loss and weight maintenance)
- Constipation
- Fiber responsive colitis
- Diabetes mellitus in overweight dogs
- Hyperlipidemia in overweight dogs

#### **Medical Contraindications:**

Conditions associated with catabolic states





An enticing blend of crunchy kibble and tender morsels

AVAILABLE SIZES
Bags of 2.72, 8.16 and 14.5 kgs

## Feeding and Administration:

Pro Plan Veterinary Diets OM Select Blend Overweight Management Canine Formula Chicken Flavor is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight loss or maintenance.

FEEDING GUIDE <sup>1</sup>					
BODY V	BODY WEIGHT FOR WEIGHT LOSS FOR MAINTENANCE				TENANCE
lbs	kg	kcal/day	Approximate Number of 250 ml Cups/Day <sup>3</sup>	kcal/day	Approximate Number of 250 ml Cups/Day <sup>3</sup>
5	2.3	158	3/4	243	11/8
10	4.5	248	11/8	381	13/4
20	9.1	397	13/4	610	23/4
30	13.6	519	23/8	799	3 5/8
40	18.2	631	2 7/8	971	4 3/8
50	22.7	732	3 3/8	1126	51/8
60	27.3	828	3 3/4	1274	5 7/8
80	36.4	1004	4 5/8	1545	7
100 <sup>4</sup>	45.5	1166	5 3/8	1794	8 1/4

CALORIE C	ONTENT (	CALCULATED) <sup>2</sup>
	2941 kcal.	/kg

Z941 KCAU Kg	
2.941 kcal/g	
219 kcal/250 ml cup	



#### Healthy Weight Loss:



Low in fat and calories



High protein-to-calorie ratio promotes loss of body fat while helping maintain lean body mass



Natural fiber contributes to satiety

- Added L-carnitine to help dogs burn fat more effectively
- Isoflavones help reduce the risk of weight regain and fat accumulation
- Available in dry, including Select Blend, and wet to help with long-term compliance and weight-loss success
- May be fed for weight loss or weight maintenance

#### General Health:

- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### **Ingredients:**

Whole grain corn, soybean meal, soybean germ meal, soybean hulls, soy flour, poultry by-product meal, corn gluten meal, pea fiber, natural flavor, powdered cellulose, animal fat preserved with mixed-tocopherols, glycerin, chicken, malted barley flour, tricalcium phosphate, salt, L-Lysine monohydrochloride, mono and dicalcium phosphate, calcium carbonate, zinc proteinate, Vitamin E supplement, choline chloride, DL-Methionine, manganese proteinate, L-Carnitine, ferrous sulfate, niacin (Vitamin B-3), Vitamin A supplement, copper proteinate, soybean oil, calcium pantothenate, thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), garlic oil, folic acid (Vitamin B-9), menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, calcium iodate, biotin (Vitamin B-7), sodium selenite. E263122

AVERAGE NUTRIENT CONTENT				
	DRY			
	PER 100 KCAL ME	AS FED	DRY MATTER	
Protein	10.00 g	29.42%	32.30%	
Fat	2.18 g	6.41%	7.04%	
Carbohydrate	13.17 g	38.73%	42.52%	
Crude Fiber	3.33 g	9.78%	10.74%	
Total Dietary Fiber	8.83 g	25.97%	28.51%	
Soluble Fiber	1.01 g	2.97%	3.26%	
Insoluble Fiber	7.82 g	23.00%	25.25%	
Calcium	0.31 g	0.90%	0.99%	
Phosphorus	0.27 g	0.81%	0.88%	
Potassium	0.42 g	1.23%	1.36%	
Sodium	0.09 g	0.27%	0.29%	
Chloride	0.15 g	0.43%	0.48%	
Magnesium	0.07 g	0.20%	0.22%	
Copper	0.64 mg	18.90 mg/kg	20.75 mg/kg	
Zinc	8.57 mg	252 mg/kg	277 mg/kg	
Vitamin A	342 IU	10,059 IU/kg	11,045 IU/kg	
Vitamin E	16.94 IU	498 IU/kg	547 IU/kg	
Total Omega-6 Fatty Acids	0.47 g	1.38%	1.51%	
Total Omega-3 Fatty Acids	0.05 g	0.14%	0.15%	
EPA+DHA	0.00 g	0.00%	0.00%	

DIGESTION TEST RESULTS†			
DIGESTIBILITY:	DRY		
Total, %	66.2		
Protein, %	81.4		
Fat, %	82.9		
Carbohydrate, %	71.8		
Calorie, % 70.3			
PERCENTAGE OF METABOLIZABLE			

PERCENTAGE OF METABOLIZABLE ENERGY FROM:			
Protein, %	35.4		
Fat, %	18.5		
Carbohydrate, %	46.1		

† Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
OM Overweight Management	Bags of 2.72 kg	36 cups
Select Blend™	Bags of 8.16 kg	109 cups
Chicken Flavor	Bags of 14.5 kg	194 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.





CANINE FORMULA

## **Medical Indications:**

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Obesity (weight loss and weight maintenance)
- Osteoarthritis in overweight dogs
- Constipation
- Diabetes mellitus in overweight dogs
- Hyperlipidemia in overweight dogs

#### **Medical Contraindications:**

• Conditions associated with catabolic states



Actual Size



**AVAILABLE SIZES** Bags of 2.72, 6.9 and 10.9 kgs

## Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Pro Plan Veterinary Diets OM Metabolic Response + Joint Mobility Canine Formula provides complete and balanced nutrition for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight loss or maintenance.

FEEDING GUIDE <sup>1</sup>					
BODY \	BODY WEIGHT FOR WEIGHT LOSS FOR MAINTENANCE			TENANCE	
lbs	kg	kcal/day	Approximate Number of 250 ml Cups/Day <sup>3</sup>	kcal/day	Approximate Number of 250 ml Cups/Day <sup>3</sup>
5	2.3	146	1/2	243	7/8
10	4.5	228	3/4	381	13/8
20	9.1	366	11/4	610	21/8
30	13.6	479	13/4	799	27/8
40	18.2	583	21/8	971	31/2
50	22.7	676	23/8	1126	4
60	27.3	765	2 3/4	1274	41/2
80	36.4	927	3 1/4	1545	51/2
1004	45.5	1077	3 7/8	1794	6 3/8

CALORIE CONTENT (CALCULATED)<sup>2</sup> 3200 kcal/kg

3.200 kcal/g

282 kcal/250 ml cup



#### Healthy Weight Loss:



3:1 protein-to-starch ratio



Shown to reduce body fat and minimize loss of lean body mass in a 6-month weight loss study\*

- Natural fiber contributes to satiety
- Isoflavones help reduce risk of weight regain and fat accumulation
- Added L-carnitine to help dogs burn fat more effectively

## Metabolic Activity:



Helps improve select metabolic health indicators

- Shown to reduce postprandial interstitial glucose
- Shown to reduce serum cholesterol \* \*
- Shown to reduce and stabilize serum triglyceride concentration \* \*
- Shown to significantly decrease fasting serum leptin\*\*
- Shown to significantly decrease fasting insulin levels after 6 months of weight loss\*
- Shown to reduce select pro-inflammatory cytokines after 6 months of weight loss\*

#### Ingredients (Dry):

Wheat gluten, soy protein concentrate, poultry by-product meal, soybean germ meal, fish meal, pea protein, corn starch, dried beet pulp, powdered cellulose, natural flavor, fish oil, animal fat preserved with mixed-tocopherols, sodium caseinate, dried egg product, gelatin, potassium chloride, soy protein isolate, dried chicory root, calcium carbonate, salt, tricalcium phosphate, Vitamin E supplement, taurine, choline chloride, zinc sulfate, L-Carnitine, ferrous sulfate, glucosamine hydrochloride, manganese sulfate, niacin (Vitamin B-3), Vitamin A supplement, copper sulfate, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), calcium iodate, menadione sodium bisulfite complex (Vitamin K), biotin (Vitamin B-7), Vitamin D-3 supplement, sodium selenite. A264122

## Joint Mobility:



High level of omega-3 fatty acids (EPA) to help nutritionally manage dogs with joint conditions



Contains glucosamine to help support cartilage health

- \* Caloric restriction @25% MER for months 1-4 and @40% MER for months 5-6; on package feeding instructions reflect 40% restriction
- \*\* After 2 months of weight loss

AVERAGE NUTRIENT CONTENT				
		DRY		
	PER 100 KCAL ME	AS FED	DRY MATTER	
Protein	14.68 g	46.98%	52.68%	
Fat	3.55 g	11.34%	12.72%	
Carbohydrate	5.53 g	17.70%	19.84%	
Crude Fiber	1.57 g	5.02%	5.63%	
Total Dietary Fiber	3.94 g	12.60%	14.13%	
Soluble Fiber	0.38 g	1.20%	1.35%	
Insoluble Fiber	3.56 g	11.40%	12.78%	
Calcium	0.41 g	1.31%	1.47%	
Phosphorus	0.29 g	0.92%	1.03%	
Potassium	0.42 g	1.35%	1.51%	
Sodium	0.11 g	0.37%	0.41%	
Chloride	0.33 g	1.04%	1.17%	
Magnesium	0.04 g	0.13%	0.15%	
Copper	0.42 mg	13.34 mg/kg	14.96 mg/kg	
Zinc	6.82 mg	218 mg/kg	245 mg/kg	
Vitamin A	363 IU	11,630 IU/kg	13,041 IU/kg	
Vitamin E	21.41 IU	685 IU/kg	768 IU/kg	
Total Omega-6 Fatty Acids	0.45 g	1.45%	1.62%	
Total Omega-3 Fatty Acids	0.31 g	1.00%	1.12%	
EPA+DHA	0.26 g	0.83%	0.93%	
Glucosamine	36.39 mg	1,164 mg/kg	1,305 mg/kg	

<b>DIGESTION TEST RESULTS</b> †		
DIGESTIBILITY:	DRY	
Total, %	75.2	
Protein, %	88.1	
Fat, %	91.0	
Carbohydrate, %	75.4	
Calorie, %	81.7	

PERCENTAGE OF METABOLIZABLE ENERGY FROM:			
Protein, %	50.9		
Fat, %	29.9		
Carbohydrate, %	19.2		

†Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
OM Metabolic Response + Joint Mobility™	Bags of 2.72 kg	30 cups
	Bags of 6.9 kg	78 cups
	Bags of 10.9 kg	123 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily
- 2 Kilocalories of metabolizable energy (ME).
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 10 lbs of body weight, feed an additional 114 kilocalories.



35



Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Dissolution of sterile struvite uroliths\*
- Reducing the risk of calcium oxalate urolith recurrence
- Reducing the risk of sterile struvite urolith recurrence\*

#### Medical Contraindications:

Hyperlipidemia

\*Most struvite uroliths in dogs are caused by urinary tract infections. In the case of non-sterile struvite uroliths, it is important to treat with the appropriate antibiotic in addition to dietary management.



### Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Purina Pro Plan Veterinary Diets UR Urinary Ox/St Canine Formula provides complete and balanced nutrition for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>							
BODY	WEIGHT	DRY	CANNED					
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	Approximate Number of 377 g Cans/Day <sup>3</sup>					
5	2.3	5/8	3/4					
10	4.5	7/8	1					
20	9.1	11/2	13/4					
30	13.6	21/8	2					
40	18.2	2 3/8	2 1/2					
50	22.7	2 3/4	3					
60	27.3	3 1/8	3 1/4					
80	36.4	3 3/4	4					
1004	45.5	43/8	4 1/4					
		CALORIE CONTENT (FED) <sup>2</sup>						
_		3542 kcal/kg	1041 kcal/kg					
		3.542 kcal/g	1.041 kcal/g					
		408 kcal/250 ml cup	392 kcal/377 g can					

**CANINE** FORMULAS

#### **Urinary Management:**



Promotes a urinary environment unfavorable to the development of both sterile struvite uroliths\* (undersaturated, RSS<1) and calcium oxalate uroliths (metastable, RSS<12)



Helps dissolve sterile struvite uroliths\*



Helps reduce the risk of both sterile struvite\* and calcium oxalate urolith recurrence

 UR Ox/St canned diet contains > 74% moisture to contribute to total water intake

#### General Health:

- Appropriate protein content to help maintain ideal body condition and lean body mass
- Contains antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Whole grain corn, brewers rice, chicken by-product meal, corn gluten meal, animal fat preserved with mixed-tocopherols, powdered cellulose, egg and chicken flavor, animal digest, salt, calcium carbonate, phosphoric acid, potassium chloride, L-Lysine monohydrochloride, magnesium sulfate, zinc proteinate, choline chloride, Vitamin E supplement, potassium citrate, manganese proteinate, ferrous sulfate, niacin, copper proteinate, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, Vitamin B-12 supplement, riboflavin supplement, pyridoxine hydrochloride, folic acid, calcium iodate, menadione sodium bisulfite complex (source of Vitamin K activity), Vitamin D-3 supplement, biotin, sodium selenite. C-2632



#### Ingredients (Canned):

Chicken, water sufficient for processing, rice, meat by-products, liver, powdered cellulose, guar gum, carrageenan, magnesium sulfate, potassium chloride, potassium citrate, natural smoke flavor, added color, calcium sulfate, Vitamin E supplement, zinc sulfate, thiamine mononitrate, mono and dicalcium phosphate, ferrous sulfate, niacin, copper sulfate, calcium pantothenate, manganese sulfate, pyridoxine hydrochloride, Vitamin B-12 supplement, riboflavin supplement, Vitamin A supplement, folic acid, Vitamin D-3 supplement, biotin, potassium iodide, sodium selenite. A-2594



AVERAGE NUTRIENT CONTENT						
		DRY			CANNED	)
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	6.21 g	22.00%	24.12%	8.41 g	8.75%	35.57%
Fat	3.05 g	10.80%	11.84%	5.76 g	6.00%	24.39%
Carbohydrate	12.82 g	45.40%	49.77%	5.68 g	5.91%	24.02%
Crude Fiber	1.39 g	4.92%	5.40%	2.45 g	2.55%	10.36%
Total Dietary Fiber	2.81 g	9.94%	10.90%	3.76 g	3.91%	15.89%
Soluble Fiber	0.27 g	0.94%	1.03%	0.33 g	0.34%	1.38%
Insoluble Fiber	2.54 g	9.00%	9.87%	3.43 g	3.57%	14.51%
Calcium	0.34 g	1.21%	1.33%	0.24 g	0.25%	1.02%
Phosphorus	0.26 g	0.91%	1.00%	0.21 g	0.22%	0.89%
Potassium	0.19 g	0.67%	0.73%	0.20 g	0.21%	0.87%
Sodium	0.32 g	1.13%	1.23%	0.06 g	0.06%	0.23%
Chloride	0.55 g	1.96%	2.15%	0.09 g	0.09%	0.36%
Magnesium	0.03 g	0.10%	0.11%	0.02 g	0.02%	0.08%
Copper	0.49 mg	17.21 mg/kg	18.87 mg/kg	0.26 mg	2.67 mg/kg	10.85 mg/kg
Zinc	7.37 mg	261 mg/kg	286 mg/kg	3.85 mg	40 mg/kg	163 mg/kg
Vitamin A	736 IU	26,057 IU/kg	28,564 IU/kg	2,371 IU	24,683 IU/kg	100,337 IU/kg
Vitamin E	15.42 IU	546 IU/kg	599 IU/kg	11.62 IU	121 IU/kg	492 IU/kg
Total Omega-6 Fatty Acids	0.47 g	1.68%	1.84%	1.09 g	1.14%	4.62%
Total Omega-3 Fatty Acids	0.02 g	0.06%	0.07%	0.04 g	0.04%	0.16%
EPA+DHA	0.00 g	0.00%	0.00%	0.00 g	0.00%	0.00%

<sup>\*</sup> Most struvite uroliths in dogs are caused by urinary tract infections. In the case of non-sterile struvite uroliths, it is important to treat with the appropriate antibiotic in addition to dietary management.

DIGESTION TEST RESULTS†						
DIGESTIBILITY:	DRY	CANNED				
Total, %	81.6	77.7				
Protein, %	83.4	88.5				
Fat, %	91.7	96.6				
Carbohydrate, %	91.6	79.2				
Calorie, %	85.0	84.3				
PERCENTAGE OF METABOLIZABLE						

PERCENTAGE OF METABOLIZABLE ENERGY FROM:						
Protein, %	23.5	29.9				
Fat, %	28.0	49.9				
Carbohydrate, %	48.5	20.2				

† Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
UR Urinary® Ox/St™	Cases, 12 x 377 g	
OX/St····	Bags of 2.72 kg	23 cups
	Bags of 7.48 kg	64 cups
	Bags of 11.33 kg	98 cups

- 1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 4.54 kg of body weight, feed an additional 114 kilocalories.



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essential care

#### **PUPPY FORMULA**

#### Immune Health:

Contains antioxidants (Vitamins A and E) and colostrum (natural milk proteins) to help support a developing immune system (dry formula)



#### Feeding and Administration:

**DRY:** Animal feeding tests using AAFCO procedures substantiate that Purina Veterinary Diets Essential Care Puppy Formula for Dogs provides complete and balanced nutrition for all life stages, including growth of large sized dogs (32kg [70lbs] or more as an adult).

**CANNED:** Purina Veterinary Diets Essential Care Puppy Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth of puppies, including growth of large sized dogs (70 lb. or more as an adult).

	FEEDING GUIDE <sup>1</sup>												
BODY	WEIGHT	DRY	CANNED	DRY	CANNED	DRY	CANNED	DRY	CANNED	DRY	CANNED	DRY	CANNED
AT MA	TURITY	11/2 to 3	months	4 to 5 r	nonths	6 to 8 r	nonths	9 to 11 i	months	1 to 2	years	After	2 years
lbs	kg	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 156 g (5.5 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 156 g (5.5 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 156 g (5.5 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 156 g (5.5 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 156 g (5.5 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 156 g (5.5 oz) Cans/Day
3 - 12	1.4 - 5.4	1/4 - 11/4	1-11/2	1/3 - 11/4	11/2-21/2	1/2 - 1	1-21/2	1/3 - 1		Feed a	is Adult	Feed as Adult	
13 - 20	5.9 - 9.1	3/4-12/3	1-2	11/4 - 13/4	21/2-3	11/2-12/3	2-3	11/4-11/2	2-21/2	Feed as Adult	2-3	Feed as Adult	
21 - 50	9.5 - 22.7	3/4 - 22/3	1-21/2	12/3-31/4	31/2-41/2	2-23/4	21/2 - 4	12/3 - 23/4	41/2-5	Feed as Adult	41/2-7	Feed as Adult	
51 - 75	23.1 - 34.0	11/3 - 23/4	1-4	3 2/3 - 4 1/4	31/2-7	3 3/4 - 4 1/3	3 - 6 1/2	31/4 - 43/4	51/2-8	3 - 3 3/4	6 - 10 1/2	Feed as Adult	
76 - 100	35.5 - 45.4	12/3 - 23/4	2 - 4 1/2	31/2 - 4	5-7	3 3/4 - 4 1/2	6 1/2 - 11	4 2/3 - 5 1/4	9 - 12	3 3/4 - 4 1/4	13 - 19	Feed as Adult	
Over 100	Over 45	2 3/4 cups plus 1/4 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 1/2 cans plus 1 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	7 cans plus 1 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 1/2 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	11 cans plus 1 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	51/4 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	12 cans plus 1 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 1/4 cups plus 1/4 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	19 cans plus 1 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	Feed as Adult	
						CALORIE C	ONTENT (	ME) (CAL	CULATED)	2			
	DRY						CANNED						
3811 kcal/kg			1333 kcal/kg										
				3.811 kcal/g			1.333 kcal/g						
	445 kcal/250 ml (8 oz) cup						205 kca	ıl/156 g (5.5	oz) can				

#### Dry Formula Diet Characteristics:

This blend is specifically formulated with ADVANCED NUTRITION that support the unique nutritional needs of puppies and pregnant and nursing dogs.

- #1 ingredient is chicken. High protein nutrition helps in the development of strong muscles.
- Immune Health: Contains antioxidants (Vitamins A and E) and colostrum (natural milk proteins) to help support a developing immune system
- Brain and Vision: DHA, an omega-3 fatty acid, also found in mother's milk, helps support brain and vision development
- Joint Health: Glucosamine and omega-3 fatty acids help nourish healthy joints of growing puppies
- Highly Digestible: Highly digestible formula promotes optimal nutrient absorption
- Radiant Skin and Coat: Omega-6 fatty acids, including linoleic acid, help promote a healthy skin and coat
- Strong Bones and Teeth: Calcium and phosphorus help nourish healthy bones and teeth
- Dental Health: Crunchy kibble helps clean teeth, freshen breath and promote healthy gums

#### Ingredients (Dry Formula):

Chicken, rice, corn gluten meal, whole grain corn, poultry by-product meal, oat meal, beef fat preserved with mixed-tocopherols, fish meal, dried egg product, natural flavour, fish oil, potassium chloride, mono and dicalcium phosphate, salt, calcium carbonate, choline chloride, VITAMINS (Vitamin E supplement, niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), menadione sodium bisulphite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7)], dried colostrum, MINERALS [zinc sulphate, ferrous sulphate, manganese sulphate, copper sulphate, calcium iodate, sodium selenitel, L-Lysine monohydrochloride, soybean oil, garlic oil. C849820



#### Ingredients (Canned Formula):

Chicken, liver, meat by-products, water, salmon, brown rice, guar gum, MINERALS [potassium chloride, zinc sulphate, ferrous sulphate, copper sulphate, manganese sulphate, potassium iodide, sodium selenite], salt, carrageenan, choline chloride, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), thiamine mononitrate (Vitamin B-1), calcium pantothenate (Vitamin B-5), pyridoxine hydrochloride (Vitamin B-6), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), Vitamin A supplement, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7)]. D850020



AVERAGE NUTRIENT CONTENT						
		DRY			CANNED	
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	7.60 g	29.00%	31.70%	8.25 g	11.00%	43.14%
Fat	4.76 g	18.20%	19.90%	7.88 g	10.5%	41.18%
Carbohydrate	9.38 g	35.80%	39.10%	1.20 g	1.6%	6.27%
Fibre	0.32 g	1.20%	1.40%	0.15 g	0.20%	0.78%
Total Dietary Fibre	0.99 g	3.98%	4.35%	n/a	n/a	n/a
Soluble Fibre	0.17 g	0.67%	0.73%	n/a	n/a	n/a
Insoluble Fibre	0.83 g	3.32%	3.63%	n/a	n/a	n/a
Calcium	0.34 g	1.30%	1.42%	0.30 g	0.40%	1.57%
Phosphorus	0.26 g	1.02%	1.12%	0.25 g	0.33%	1.29%
Potassium	0.18 g	0.71%	0.78%	0.23 g	0.31%	1.22%
Sodium	0.14 g	0.55%	0.60%	0.16 g	0.21%	0.82%
Chloride	0.23 g	0.90%	0.98%	0.30 g	0.40%	1.57%
Magnesium	0.02 g	0.10%	0.10%	0.02 g	0.02%	0.08%
Copper	0.38 mg	14.7 mg/kg	16.10 mg/kg	0.375 mg	5.00 mg/kg	19.61 mg/kg
Zinc	5.95 mg	227 mg/kg	248 mg/kg	6.08 mg	81.00 mg/kg	318 mg/kg
Vitamin A	679 IU	25893 IU/kg	28313 IU/kg	2943 IU	39230 IU/kg	153843 IU/kg
Vitamin E	9.67 IU	369 IU/kg	403 IU/kg	3.30 IU	44.00 IU/kg	173 IU/kg
Total Omega-6 Fatty Acids	0.57 g	2.30%	2.52%	1.19 g	1.58%	6.20%
Total Omega-3 Fatty Acids	0.12 g	0.50%	0.55%	0.08 g	0.11%	0.43%
DHA	0.047 g	0.18%	0.20%	0.02 g	0.03%	0.12%
EPA	0.053 g	0.20%	0.22%	0.02 g	0.02%	0.08%
Glucosamine	0.0159 g	606 mg/kg	663 mg/kg	n/a	n/a	n/a

**FELINE** FORMULAS

DIGESTION TEST RESULTS <sup>†</sup>						
DIGESTIBILITY:	DRY	CANNED				
Total, %	86.4	n/a				
Protein, %	89.1	n/a				
Fat, %	95.0	n/a				
Carbohydrate, %	90.5 n/a					
PERCENTAGE OF METABOLIZABLE ENERGY FROM:						
Protein, %	26.6	28.9				
Fat, %	40.5	67				
Carbohydrate, %	32.9	4.1				

† Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
	Cases, 24 x 156 g cans	
Puppy Formula	Bags of 8 lb (3.6 kg)	30 cups
	Bags of 17.7 lb (8 kg)	68 cups

- 1 Using a standard 250 ml/8 oz measuring cup which contains approximately 117 g of Purina Veterinary Diets® essential**care®** Puppy Formula. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME).

**INGREDIENTS** 

**GLOSSARY** 

essential care

### PUPPY FORMULA LARGE BREED

#1 ingredient is turkey. High protein nutrition helps in the development of strong muscles.



Actual Size



AVAILABLE SIZES
Bags of 8 kg and 14 kg

#### Feeding and Administration:

**DRY:** Animal feeding tests using AAFCO procedures substantiate that Purina Veterinary Diets Essential Care Puppy Formula Large Breed provides complete and balanced nutrition for all life stages, including growth of large sized dogs (32kg [70lbs] or more as an adult).

	FEEDING GUIDE <sup>1</sup>								
BREED SIZ	BREED SIZE/WEIGHT		DRY						
AT MAT	TURITY	11/2 to 3 months	4 to 5 months	6 to 8 months	9 to 11 months	1 to 2 years	After 2 Years		
lbs	kg		Appro	oximate Number of	250 ml (8 oz) Cups	s/Day			
3 - 12	1.4 - 5.4 kg	1/4 - 1 1/4	1/2 - 1 1/4	1/2 - 1 1/4	1/3 - 1 1/4	Feed as Adult	Feed as Adult		
13 - 20	5.9 - 9.1 kg	3/4 - 13/4	11/3 - 13/4	12/3-13/4	11/4 - 12/3	Feed as Adult	Feed as Adult		
21 - 50	9.5 - 22.5 kg	1-23/4	13/4-31/3	21/4-3	13/4-31/4	Feed as Adult	Feed as Adult		
51 - 75	23.1 - 34.0 kg	11/3-3	3 3/4 - 4 1/2	4 - 4 3/4	31/3-51/4	3 1/4 - 4	Feed as Adult		
76 - 100	34.5 - 45.4 kg	13/4 - 23/4	3 3/4 - 4-1/3	4 - 4 3/4	5 - 5 2/3	4 - 4 1/2	Feed as Adult		
101 and over	45.5 kg and over	2 3/4 cups plus 1/4 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 1/3 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 3/4 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	5 2/3 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 1/2 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	Feed as Adult		
CALORIE CONTENT (ME) (CALCULATED) <sup>2</sup>									
				3553 kcal/kg					
				3.553 kcal/g					
			415	kcal/250 ml (8 oz)	cup				

#### Dry Formula Diet Characteristics:

This blend is specifically formulated with ADVANCED NUTRITION that supports the unique nutritional needs of large breed puppies.

- #1 ingredient is turkey. High protein nutrition helps in the development of strong muscles.
- Brain and Vision: DHA, an omega-3 fatty acid, also found in mother's milk, helps support brain and vision development
- Immune Health: Contains antioxidants (Vitamins A and E) and colostrum (natural milk proteins) to help support a developing immune system
- **Joint Health:** Glucosamine and omega-3 fatty acids help nourish healthy joints of growing puppies
- **Highly Digestible:** Highly digestible formula promotes optimal nutrient absorption
- Radiant Skin and Coat: Omega-6 fatty acids, including linoleic acid, help promote a healthy skin and coat
- Strong Bones and Teeth: Calcium and phosphorus help nourish healthy bones and teeth
- Development: Optimal calcium to phosphorus ratio to support the growth of large breed puppies
- Dental Health: Crunchy kibble helps clean teeth, freshen breath and promote healthy gums

#### **Ingredients:**

Turkey, rice, corn gluten meal, poultry by-product meal, whole grain corn, whole grain wheat, beef fat preserved with mixed-tocopherols, pea fibre, oat meal, fish meal, dried egg product, natural flavour, fish oil, salt, mono and dicalcium phosphate, calcium carbonate, potassium chloride, potassium citrate, choline chloride, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), menadione sodium bisulphite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7)], dried colostrum, MINERALS [zinc sulphate, ferrous sulphate, manganese sulphate, copper sulphate, calcium iodate, sodium selenitel, L-Lysine monohydrochloride, soybean oil, garlic oil. C849720

AVERAGE NUTRIENT CONTENT						
		DRY				
	PER 100 KCAL ME	AS FED	DRY MATTER			
Protein	8.16 g	29.00%	31.70%			
Fat	4.03 g	14.30%	15.70%			
Carbohydrate	10.61 g	37.70%	41.20%			
Fibre	0.91 g	3.20%	3.50%			
Total Dietary Fibre	1.63 g	6.32%	6.91%			
Soluble Fibre	0.22 g	0.85%	0.93%			
Insoluble Fibre	1.41 g	5.46%	5.97%			
Calcium	0.36 g	1.31%	1.43%			
Phosphorus	0.28 g	1.02%	1.11%			
Potassium	0.19 g	0.70%	0.76%			
Sodium	0.16 g	0.58%	0.64%			
Chloride	0.23 g	0.83%	0.91%			
Magnesium	0.03 g	0.10%	0.11%			
Copper	0.44 mg	15.60 mg/kg	17.10 mg/kg			
Zinc	6.82 mg	242 mg/kg	265 mg/kg			
Vitamin A	647 IU	22993 IU/kg	25126 IU/kg			
Vitamin E	10.90 IU	387 IU/kg	423 IU/kg			
Total Omega-6 Fatty Acids	0.58 g	2.23%	2.44%			
Total Omega-3 Fatty Acids	0.13 g	0.50%	0.55%			
DHA	0.05 g	0.17%	0.19%			
EPA	0.05 g	0.20%	0.22%			
Glucosamine	0.01 g	592 mg/kg	647 mg/kg			

DIGESTION TEST RESULTS†						
DIGESTIBILITY:	DRY					
Total, %	85.2					
Protein, %	88.4					
Fat, %	94.3					
Carbohydrate, %	91.5					
PERCENTAGE OF METABOLIZABLE ENERGY FROM:						
Protein, %	28.6					
Fat, %	34.3					
Carbohydrate, %	37.1					

<sup>†</sup> Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
essentialcare®	Bags of 17.7 lb (8 kg)	68 cups
Puppy Formula Large Breed	Bags of 31 lb (14 kg)	119 cups

- 1 Recommended daily feeding amounts, using a standard 250 ml/8 oz measuring cup which contains approximately 117 g of Purina Veterinary Diets® essentialcare® Puppy Formula Large Breed. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME).



essential care

# ADULT FORMULA FOR DOGS

#### **Body Condition:**

High protein level helps maintain lean muscle mass



#### Feeding and Administration:

**DRY:** Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets Essential Care Adult Formula For Dogs provides complete and balanced nutrition for maintenance of adult dogs.

**CANNED:** Purina Veterinary Diets Essential Care Adult Formula For Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs.

	FEEDING GUIDE <sup>1</sup>				
BODY V	VEIGHT	DRY	CANNED*		
lbs	kg	Approximate Number of 250 ml (8 oz) Cups/Day	Approximate Number of 156 g (5.5 oz) Cans/Day		
3 - 12	1.4 - 5.4	1/3 - 1	11/8 - 23/4		
13 - 20	5.9 - 9.1	1-11/3	3 1/8 - 4 1/8		
21 - 35	9.5 - 15.9	11/3 - 2	4 1/4 - 6		
36 - 50	16.3 - 22.7	2 - 2 1/2	6 1/8 - 7 2/3		
51 - 75	23.1 - 34.0	2 2/3 - 3 1/3	7 3/4 - 10		
76 - 100	34.5 - 45.4	3 1/3 - 4 1/8	10 - 12 1/8		
Over 100**	Over 45.4	4 1/8 cups plus 1/4 for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	18 cans plus 2/3 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)		
		CALORIE CONTENT (CALCULATED	)) <sup>2</sup>		
		3762 kcal/kg	955 kcal/kg		
		3.762 kcal/g	0.955 kcal/g		
		419 kcal/ 250 ml (8 oz) cup	148 kcal/156 g (5.5 oz) can		

<sup>\*</sup> When feeding with dry product: 2 3/4 cans replace approximately 1 cup of our dry essentialcare® Adult Dog Formula.



<sup>\*\*</sup> Add this amount to 100 lb recommendation for every 10 lbs over 100 lbs.

#### Dry Formula Diet Characteristics:

This blend is specifically formulated with ADVANCED NUTRITION that supports the unique nutritional needs of adult dogs.

- #1 ingredient is chicken. High protein nutrition helps maintain lean muscle.
- Body Condition: High protein level helps maintain lean muscle mass
- **Highly Digestible:** Highly digestible formula promotes optimal nutrient absorption
- Immune Health: Contains antioxidants (Vitamins A and E) to help support and maintain a healthy immune system
- Joint Health: Glucosamine and omega-3 fatty acids help nourish joints and support mobility
- Radiant Skin and Coat: Omega-6 fatty acids, including linoleic acid, help promote a healthy skin and coat
- **Strong Bones and Teeth:** Calcium and phosphorus help nourish healthy bones and teeth
- **Dental Health:** Crunchy kibble helps clean teeth, freshen breath and promote healthy gums

#### Ingredients (Dry Formula):

Chicken, rice, whole grain corn, corn gluten meal, whole grain wheat, poultry by-product meal (source of glucosamine), beef fat preserved with mixedtocopherols, fish meal, liver flavour, fish oil, dried egg product, calcium carbonate, potassium chloride, salt, mono and dicalcium phosphate, choline chloride, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), menadione sodium bisulphite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7)], MINERALS [zinc sulphate, ferrous sulphate, manganese sulphate, copper sulphate, calcium iodate, sodium selenite], L-Lysine monohydrochloride, soybean oil, garlic oil. C849920

#### Ingredients (Canned Formula):

Water, chicken, liver, wheat gluten, carrots, turkey, meat by-products, soy flour, barley, corn starch-modified, added colour, MINERALS [potassium chloride, zinc sulphate, ferrous sulphate, copper sulphate, manganese sulphate, potassium iodide, sodium selenite], glycine, salt, tricalcium phosphate, natural flavour, choline chloride, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), thiamine mononitrate (Vitamin B-1), calcium pantothenate (Vitamin B-5), pyridoxine hydrochloride (Vitamin B-6), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), Vitamin A supplement, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7)]. E850121



AVERAGE NUTRIENT CONTENT						
		DRY		CANNED		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	6.47 g	27.00%	29.60%	12.77 g	12.20%	51.91%
Fat	4.13 g	17.20%	18.90%	4.40 g	4.20%	17.87%
Carbohydrate	9.22 g	38.50%	42.20%	4.92 g	4.70%	20.00%
Fibre	0.29 g	1.20%	1.30%	0.31 g	0.30%	1.28%
Total Dietary Fibre	1.38 g	5.76%	6.32%	n/a	n/a	n/a
Soluble Fibre	0.23 g	0.97%	1.06%	n/a	n/a	n/a
Insoluble Fibre	1.15 g	4.79%	5.25%	n/a	n/a	n/a
Calcium	0.34 g	1.43%	1.57%	0.29 g	0.28%	1.19%
Phosphorus	0.22 g	0.92%	1.01%	0.23 g	0.22%	0.94%
Potassium	0.17 g	0.71%	0.78%	0.37 g	0.35%	1.49%
Sodium	0.10 g	0.40%	0.44%	0.12 g	0.11%	0.47%
Chloride	0.22 g	0.91%	1.00%	0.31 g	0.30%	1.28%
Magnesium	0.02 g	0.10%	0.11%	0.03 g	0.03%	0.13%
Copper	0.37 mg	15.20 mg/kg	16.70 mg/kg	0.545 mg	5.20 mg/kg	22.13 mg/kg
Zinc	5.78 mg	241 mg/kg	264 mg/kg	8.691 mg	83 mg/kg	353 mg/kg
Vitamin A	580 IU	24234 IU/kg	26575 IU/kg	1657 IU	15829 IU/kg	67357 IU/kg
Vitamin E	9.43 IU	393 IU/kg	431 IU/kg	4.08 IU	39 IU/kg	166 IU/kg
Total Omega-6 Fatty Acids	0.49 g	2.05%	2.25%	0.93 g	0.89%	3.79%
Total Omega-3 Fatty Acids	0.12 g	0.50%	0.55%	0.04 g	0.04%	0.17%
EPA+DHA	0.09 g	0.39%	0.43%	0.00 g	0.00%	0.00%
Glucosamine	0.01 g	526 mg/kg	577 mg/kg	n/a	n/a	n/a

DIGESTION TEST RESULTS†				
DIGESTIBILITY:	DRY	CANNED		
Total, %	87.0	n/a		
Protein, %	86.3	n/a		
Fat, %	93.8	n/a		
Carbohydrate, %	92.6	n/a		
PERCENTAGE OF METABOLIZABLE ENERGY FROM:				
Protein, %	25.1	44.9		
Fat, %	39	37.7		
Carbohydrate, %	35.9	17.4		

† Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
essentialcare® Adult Formula	Cases, 24 x 156 g (5.5 oz) cans	
For Dogs	Bags of 8 lb (3.6 kg)	32 cups
	Bags of 17.7 lb (8 kg)	71 cups
	Bags of 35 lb (16 kg)	143 cups

- 1 Using a standard 250 ml/8 oz measuring cup which contains approximately 111 g of Purina Veterinary Diets® essentialcare® Adult Formula For Dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME).



essential care

# ADULT FORMULA FOR SMALL DOGS

**#1 ingredient is chicken.**High protein nutrition helps maintain lean muscle.



#### Feeding and Administration:

**DRY:** Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets Essential Care Adult Formula For Small Dogs provides complete and balanced nutrition for maintenance of adult dogs.

	FEEDING GUIDE <sup>1</sup>			
WEIGHT A	AT MATURITY	DRY		
lbs	kg	Approximate Number of 250 ml (8 oz) Cups/Day		
3 - 12	1.4 - 5.4	1/3 - 3/4		
13 - 20	5.9 - 9.1	1-11/4		
		CALORIE CONTENT (ME) (CALCULATED) <sup>2</sup>		
		4139 kcal/kg		
		4.139 kcal/g		
		484 kcal/250 ml (8 oz) cup		

### Dry Formula Diet Characteristics:

This blend is specifically formulated with ADVANCED NUTRITION that supports the unique nutritional needs of adult dogs.

- #1 ingredient is chicken. High protein nutrition helps maintain lean muscle.
- Body Condition: High protein level helps maintain lean muscle mass
- Dental Health: Crunchy kibble helps clean teeth, freshen breath and promote healthy gums
- Highly Digestible: Highly digestible formula promotes optimal nutrient absorption
- Digestive Health: Natural prebiotic fibre sourced from wheat bran aleurone, helps promote digestive health and maintain stool quality
- Immune Health: Rich in antioxidants, vitamin A and E to help maintain a healthy immune system
- Joint Health: Glucosamine and omega-3 fatty acids help nourish joints and support mobility
- Radiant Skin and Coat: Omega-6 fatty acids, including linoleic acid, helps promote a healthy skin and coat
- Strong Bones and Teeth: Calcium and phosphorus help nourish healthy bones and teeth

#### **Ingredients:**

Chicken, rice, whole grain corn, poultry by-product meal, corn gluten meal, beef fat preserved with mixed-tocopherols, corn germ meal, soybean meal, dried egg product, natural flavour, salt, wheat bran, calcium carbonate, fish oil, potassium chloride, phosphoric acid, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), menadione sodium bisulphite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7)], choline chloride, mono and dicalcium phosphate, L-Lysine monohydrochloride, MINERALS [zinc sulphate, ferrous sulphate, manganese sulphate, copper sulphate, calcium iodate, sodium selenite], taurine, soybean oil, garlic oil. C869919

AVERAGE NUTRIENT CONTENT			
	DRY		
	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	7.50 g	30.30%	33.10%
Fat	4.46 g	18.00%	19.60%
Carbohydrate	8.48 g	34.20%	37.40%
Fibre	0.39 g	1.60%	1.70%
Total Dietary Fibre	2.09 g	8.44%	9.21%
Soluble Fibre	0.14 g	0.58%	0.63%
Insoluble Fibre	1.95 g	7.86%	8.58%
Calcium	0.33 g	1.35%	1.47%
Phosphorus	0.25 g	0.99%	1.08%
Potassium	0.18 g	0.72%	0.79%
Sodium	0.15 g	0.61%	0.67%
Chloride	0.29 g	1.18%	1.28%
Magnesium	0.03 g	0.11%	0.12%
Copper	0.45 mg	18.20 mg/kg	19.90 mg/kg
Zinc	7.07 mg	286 mg/kg	312 mg/kg
Vitamin A	646 IU	26111 IU/kg	28504 IU/kg
Vitamin E	15.60 IU	632 IU/kg	690 IU/kg
Total Omega-6 Fatty Acids	0.56 g	2.25%	2.46%
Total Omega-3 Fatty Acids	0.07 g	0.29%	0.32%
EPA+DHA	0.04 g	0.18%	0.20%
Glucosamine	0.016 g	654 mg/kg	714 mg/kg

DIGESTION TEST RESULTS†			
DIGESTIBILITY:	DRY		
Total, %	85.7		
Protein, %	86.9		
Fat, %	94.8		
Carbohydrate, %	89.9		
PERCENTAGE OF METABOLIZABLE ENERGY FROM:			
Protein, %	28		
Fat, %	40.4		
Carbohydrate, %	31.6		

<sup>†</sup> Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
essential <b>care</b> ®  Adult Formula  For Small Dogs	Bags of 8 lb (3.6 kg)	30 cups

<sup>1</sup> Using a standard 250 ml/8 oz measuring cup which contains approximately 117 g of Purina Veterinary Diets® essentialcare® Adult Formula For Small Dogs. Provide fresh water in a clean container daily.

**RESOURCES** 



**CANINE FORMULAS** 

<sup>2</sup> Kilocalories of metabolizable energy (ME).

essential care

# SENIOR FORMULA FOR DOGS

#### Cognitive Health:

Enhanced botanical oils naturally nourish to promote mental sharpness in senior dogs.



Actual Size



AVAILABLE SIZES Bags of 3.6 kg, 8 kg and 14.1 kg

#### Feeding and Administration:

**DRY:** Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets Essential Care Senior Formula For Dogs provides complete and balanced nutrition for maintenance of adult dogs.

	FEEDING GUIDE <sup>1</sup>			
WEIGHT A	AT MATURITY	DRY		
lbs	kg	Approximate Number of 250 ml (8 oz) Cups/Day		
3 - 12	1.4 - 5.4	1/3 - 11/8		
13 - 20	5.9 - 9.1	11/8-11/2		
21 - 35	9.5 - 15.9	12/3-21/4		
36 - 50	16.3 - 22.7	2 1/4 - 2 3/4		
51 - 75	23.1 - 34.0	2 3/4 - 3 3/4		
76 - 100	34.5 - 45.4	3 3/4 - 4 1/2		
Over 100	Over 45.4	4-1/4 cups plus 1/4 cup for each 4.5 kg (10 lbs) of body weight over 45.4 kg (100 lbs)		
		CALORIE CONTENT (ME) (CALCULATED) <sup>2</sup>		
		3610 kcal/kg		
		3.610 kcal/g		
		345 kcal/250 ml (8 oz) cup		

#### Dry Formula Diet Characteristics:

This blend is specifically formulated with ADVANCED NUTRITION that supports the unique nutritional needs of senior dogs.

- #1 ingredient is turkey. High protein nutrition helps maintain lean muscle.
- Cognitive Health: Enhanced botanical oils naturally nourish to promote mental sharpness in senior dogs
- **Joint Health:** Glucosamine and Omega-3 fatty acids to help nourish joints and support mobility
- Immune Health: Contains antioxidants (Vitamin A and E) to help support and maintain a healthy immune system
- Digestive Health: Natural prebiotic fibre sourced from chicory root, helps promote digestive health and maintain stool quality
- **Body Condition:** High protein level helps maintain lean muscle mass
- **Highly Digestible:** Highly digestible formula promotes optimal nutrient absorption
- Radiant Skin and Coat: Omega-6 fatty acids, including linoleic acid, helps promote a healthy skin and coat
- **Strong Bones and Teeth:** Calcium and phosphorus help nourish healthy bones and teeth
- **Dental Health:** Crunchy kibble helps clean teeth, freshen breath and promote healthy gums

#### **Ingredients:**

Turkey, rice, poultry by-product meal, corn gluten meal, soybean meal, whole grain corn, corn germ meal, whole grain wheat, vegetable oil (source of medium-chain triglycerides), dried egg product, oat meal, natural flavour, glycerin, pea fibre, chicory root inulin, calcium carbonate, beef fat preserved with mixed-tocopherols, salt, fish oil, mono and dicalcium phosphate, caramel colour, potassium chloride, soybean oil, choline chloride, VITAMINS (Vitamin E supplement, niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), menadione sodium bisulphite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7)], MINERALS (zinc sulphate, ferrous sulphate, manganese sulphate, copper sulphate, calcium iodate, sodium selenite), L-Lysine monohydrochloride, sulphur, L-ascorbyl-2-polyphosphate (Vitamin C), garlic oil. E868119

AVERAGE NUTRIENT CONTENT			
	DRY		
	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	8.16 g	29.50%	32.10%
Fat	4.06 g	14.70%	16.00%
Carbohydrate	10.46 g	37.80%	41.20%
Fibre	0.78 g	2.80%	3.10%
Total Dietary Fibre	2.76 g	9.99%	10.86%
Soluble Fibre	0.23 g	0.82%	0.90%
Insoluble Fibre	2.47 g	8.94%	9.72%
Calcium	0.31 g	1.12%	1.22%
Phosphorus	0.25 g	0.92%	1.00%
Potassium	0.20 g	0.73%	0.79%
Sodium	0.12 g	0.45%	0.49%
Chloride	0.25 g	0.93%	1.01%
Magnesium	0.03 g	0.13%	0.14%
Copper	0.47 mg	17.10 mg/kg	18.60 mg/kg
Zinc	9.05 mg	328 mg/kg	356 mg/kg
Vitamin A	866 IU	31354 IU/kg	34105 IU/kg
Vitamin E	14.30 IU	520 IU/kg	565 IU/kg
Total Omega-6 Fatty Acids	0.53 g	2.00%	2.19%
Total Omega-3 Fatty Acids	0.08 g	0.30%	0.33%
EPA+DHA	0.06 g	0.23%	0.25%
Glucosamine	0.02 g	685 mg/kg	745 mg/kg

DIGESTION TEST RESULTS†		
DIGESTIBILITY:	DRY	
Total, %	82.1	
Protein, %	85.2	
Fat, %	92.8	
Carbohydrate, %	88.2	
PERCENTAGE OF METABOLIZABLE ENERGY FROM:		
Protein, %	28.7	
Fat, %	34.5	
Carbohydrate, %	36.8	
t Daned on discretion testing conducted at the		

<sup>†</sup>Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
essential <b>care®</b> Senior Formula	Bags of 8 lb (3.6 kg)	37 cups
For Dogs	Bags of 17.7 lb (8 kg)	83 cups
	Bags of 31 lb (14.1 kg)	147 cups

- 1 Recommended daily feeding amounts, using a standard 250 ml/8 oz measuring cup which contains approximately 95 g of Purina Veterinary Diets® essentialcare® Senior Formula For Dogs. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME).





#### **DRM DERMATOLOGIC MANAGEMENT NATURALS® DRY** PUPPY FEEDING INSTRUCTIONS<sup>1</sup> (CUPS/DAY)

#### **TARGET ADULT BODY WEIGHT**

Age of Puppy (months)	2 kg (4.4 lbs)	5 kg (11 lbs)	10 kg (22 lbs)	15 kg (33 lbs)	20 kg (44 lbs)	25 kg (55 lbs)	35 kg (77 lbs)	45 kg (99 lbs)
1	1/16 to 1/8	1/8 to 1/4	2/3 to 3/4	7/8 to 1	1 to 1-1/16	7/8 to 1-1/16	1-1/2 to 1-2/3	1-5/8 to 1-3/4
2	1/8 to 1/4	7/8 to 1	1-1/3 to 1-1/2	1-2/3 to 1-3/4	1-7/8 to 2	2 to 2-1/16	2-1/4 to 2-1/3	2-1/3 to 2-1/2
3	3/4 to 7/8	1-1/4 to 1-1/3	1-7/8 to 2	2-1/3 to 2-1/2	2-7/8 to 3	3-1/8 to 3-1/4	3-1/16 to 3-1/8	3-1/6 to 3-1/8
4	3/4 to 7/8	1-1/4 to 1-1/3	1-3/4 to 1-7/8	3 to 3-1/16	3-5/8 to 3-2/3	4-1/16 to 4-1/8	3-7/8 to 4	3-3/4 to 3-7/8
5	7/8 to 1	1-1/3 to 1- 1/2	2 to 2-1/8	2-3/4 to 2-7/8	3-1/3 to 3-1/2	3-3/4 to 3-7/8	4-2/3 to 4-3/4	4-1/2 to 4-5/8
6	7/8 to 1	1-1/3 to 1-1/2	2-1/4 to 2-1/3	2-7/8 to 3	3-5/8 to 3-2/3	4-1/8 to 4-1/4	4-1/8 to 4-1/3	4-1/8 to 4-1/4
7	1/2 to 2/3	1-1/8 to 1-1/4	1-3/4 to 1-7/8	3-1/8 to 3-1/4	3-3/4 to 3-7/8	4-1/3 to 4-1/2	4-5/8 to 4-3/4	4-5/8 to 4-2/3
8	1/2 to 2/3	1-1/8 to 1-1/4	1-3/4 to 1-7/8	2-1/3 to 2-1/2	2-7/8 to 3	3-1/3 to 3-1/2	4-7/8 to 5	5-1/16 to 5-1/8
9	5/8 to 2/3	1-1/8 to 1-1/4	1-3/4 to 1-7/8	2-1/3 to 2-1/2	3 to 3-1/16	3-1/2 to 3-2/3	5-1/8 to 5-1/4	5-1/3 to 5-1/2
10	1/2 to 5/8	1 to 1-1/8	1-2/3 to 1-3/4	2-1/3 to 2-1/2	3 to 3-1/16	3-1/2 to 3-5/8	5-1/3 to 5-1/2	5-2/3 to 5-3/4
11	1/2 to 5/8	1 to 1-1/8	1-2/3 to 1-3/4	2-1/3 to 2-2/3	3-1/16 to 3-1/8	3-1/2 to 3-2/3	5-1/2 to 5-5/8	5-7/8 to 6
12	1/2 to 5/8	1 to 1-1/8	1-2/3 to 1-3/4	2-1/4 to 2-1/3	2-3/4 to 3-7/8	3-1/4 to 3-1/2	4-1/8 to 4-1/4	4-5/8 to 4-2/3
13				2 to 2-1/8	2-1/2 to 2-5/8	3 to 3-1/16	4-1/4 to 4-1/3	4-2/3 to 4-7/8
14							4-1/4 to 4-1/3	4-3/4 to 4-7/8
15							4-1/3 to 4-1/2	4-7/8 to 5
16							4-1/3 to 4-1/2	4-7/8 to 5
17							4-1/3 to 4-1/2	5 to 5-1/16
18								5-1/16 to 5-1/8
19								5-1/16 to 5-1/8
20								5-1/8 to 5-1/4
21								4-3/4 to 4-7/8





Age of Puppy (months)	2 kg (4.4 lbs)	5 kg (11 lbs)	10 kg (22 lbs)	15 kg (33 lbs)	20 kg (44 lbs)	25 kg (55 lbs)	35 kg (77 lbs)	45 kg (99 lbs)
1	1/16 to 1/8	1/8 to 1/4	3/4 to 7/8	1 to 1-1/16	1-1/16 to 1-1/8	1-1/16 to 1-1/8	1-1/2 to 1-5/8	1-3/4 to 1-7/8
2	1/8 to 1/4	1 to 1-1/8	1-1/3 to 1-1/2	1-3/4 to 2	2-1/16 to 2-1/8	2-1/8 to 2-1/4	2-3/8 to 2-1/2	2-1/2 to 2-5/8
3	7/8 to 1	1-1/3 to 1-1/2	2 to 2-1/8	2-5/8 to 2-3/4	3-1/16 to 3-1/8	3-3/8 to 3-1/2	3-3/8 to 3-1/2	3-1/4 to 3-1/3
4	3/4 to 7/8	1-1/3 to 1-1/2	2 to 2-1/8	3-1/4 to 3-1/3	3-7/8 to 4	4-3/8 to 4-1/2	4-1/4 to 4-1/3	4-1/8 to 4-1/2
5	3/4 to 7/8	1-1/3 to 1-2/3	2-1/4 to 2-1/3	2-7/8 to 3-1/16	3-5/8 to 3-2/3	4-1/8 to 4-1/4	5-1/16 to 5-1/8	4-7/8 to 5
6	3/4 to 7/8	1-1/2 to 1-2/3	2-1/3 to 2-1/2	3-1/8 to 3-1/3	3-7/8 to 4	4-1/2 to 4-5/8	4-1/2 to 4-5/8	4-1/2 to 4-5/8
7	5/8 to 3/4	1-1/8 to 1-1/4	1-7/8 to 2	3-1/3 to 3-1/2	4-1/8 to 4-1/4	4-3/4 to 4-7/8	5 to 5-1/16	5 to 5-1/16
8	2/3 to 3/4	1-1/8 to 1-1/3	1-7/8 to 2	2-5/8 to 2-3/4	3-1/8 to 3-1/4	3-3/4 to 3-7/8	5-3/8 to 5-1/2	5-1/3 to 5-5/8
9	2/3 to 3/4	1-1/4 to 1-1/3	2 to 2-1/16	2-2/3 to 2-3/4	3-1/4 to 3-1/3	3-3/4 to 3-7/8	6-5/8 to 6-3/4	5-7/8 to 6
10	5/8 to 2/3	1-1/8 to 1-1/4	1-3/4 to 1-7/8	2-2/3 to 2-3/4	3-1/4 to 3-1/3	3-7/8 to 4	6-2/3 to 6-7/8	6-1/8 to 6-1/4
11	5/8 to 2/3	1-1/8 to 1-1/4	1-3/4 to 1-7/8	2-2/3 to 2-3/4	3-1/3 to 3-1/2	3-7/8 to 4	6 to 6-1/16	6-1/3 to 6-1/2
12	5/8 to 2/3	1-1/8 to 1-1/4	1-3/4 to 1-7/8	2-1/3 to 2-5/8	3-1/16 to 3-1/8	3-1/2 to 3-5/8	4-1/2 to 4-5/8	5 to 5-1/16
13				2-1/4 to 2-1/3	2-3/4 to 2-7/8	3-1/4 to 3-1/3	4-5/8 to 4-2/3	5-1/8 to 5-1/4
14							4-2/3 to 4-3/4	5-1/4 to 5-1/3
15							4-2/3 to 4-3/4	5-1/3 to 5-3/8
16							4-2/3 to 4-7/8	5-3/8 to 5-1/2
17							4-2/3 to 4-7/8	5-3/8 to 5-1/2
18								5-1/2 to 5-5/8
19								5-1/2 to 5-5/8
20								5-1/2 to 5-5/8
21								5-1/8 to 5-1/4

1. Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.





# EN GASTROENTERIC® CANNED PUPPY FEEDING INSTRUCTIONS¹ (CANS/DAY)

#### **TARGET ADULT BODY WEIGHT**

Age of Puppy (months)	2 kg (4.4 lbs)	5 kg (11 lbs)	10 kg (22 lbs)	15 kg (33 lbs)	20 kg (44 lbs)	25 kg (55 lbs)	35 kg (77 lbs)	45 kg (99 lbs)
1	1/16 to 1/8	1/16 to 1/8	5/8 to 1-1/4	7/8 to 1	1 to 2	1 to 2	1-1/2 to 2-1/4	1-5/8 to 2-1/3
2	1/16 to 2/3	1 to 1-1/4	1-1/4 to 1-1/3	1-2/3 to 2-1/2	2 to 3	2 to 3	2-1/4 to 3-1/4	2-1/3 to 3-1/4
3	2/3 to 3/4	1-1/4 to 1-1/3	1-7/8 to 2-1/3	2-1/2 to 3-1/4	3 to 3-7/8	3-1/3 to 3-3/8	3-1/4 to 4-1/4	3-1/4 to 4
4	2/3 to 3/4	1-1/4 to 1-1/3	2-1/3 to 2-1/2	3-1/4 to 3-3/8	3-7/8 to 4	4-1/2 to 4-2/3	4-1/4 to 5-1/8	4 to 5
5	2/3 to 3/4	1-1/3 to 1-3/8	2-1/4 to 2-1/3	3 to 3-1/8	3-3/4 to 3-7/8	4-1/4 to 4-2/3	5-1/8 to 6	5 to 5-3/4
6	2/3 to 3/4	1-1/2 to 1-3/4	2-1/3 to 2-7/8	3-1/4 to 3-3/8	4 to 4-1/4	4-2/3 to 4-3/4	6 to 6-1/2	5-3/4 to 6-1/2
7	1/2 to 5/8	1-1/8 to 1-1/4	1-7/8 to 2	2-2/3 to 2-3/4	3-1/4 to 3-3/8	3-3/4 to 4	6-1/2 to 6-2/3	6-1/2 to 6-5/8
8	1/2 to 5/8	1-1/8 to 1-1/4	2 to 2-1/8	2-2/3 to 2-3/4	3-1/4 to 3-1/3	4 to 4-1/8	5-2/3 to 6	5-3/4 to 6-1/4
9	1/2 to 5/8	1-1/8 to 1-1/4	2 to 2-1/8	3-2/3 to 2-3/4	3-1/3 to 3-3/8	4 to 4-1/8	6 to 6-1/4	6-1/4 to 6-5/8
10	1/2 to 5/8	1-1/8 to 1-1/4	2 to 2-1/8	4-2/3 to 2-3/4	3-3/8 to 3-1/2	4 to 4-1/8	6-1/4 to 6-1/3	6-5/8 to 7
11	1/2 to 5/8	1-1/8 to 1-1/4	2 to2-1/8	5-2/3 to 2-3/4	3-1/2 to 3 5/8	4 to 4-1/8	6-1/3 to 6-7/8	7 to 7-1/8
12	1/2 to 5/8	1-1/8 to 1-1/4	2 to 2-1/8	2-3/4 to 2-7/8	3-1/2 to 3-5/8	4 to 4-1/8	4-7/8 to 5	5-1/3 to 5-1/2
13				3-1/3 to 3-3/8	4-1/8 to 4-1/4	5 to 5-1/8	6-1/8 to 6-1/4	6-7/8 to 7
14							5 to 5-1/8	5-2/3 to 5-3/4
15							5 to 5-1/8	5-3/4 to 5-7/8
16							5 to 5-1/8	5-7/8 to 6
17							5 to 5-1/8	6 to 6-1/8
18								6 to 6-1/8
19								6 to 6-1/8
20								6 to 6-1/8
21								6 to 6-1/8



# EN GASTROENTERIC NATURALS® DRY PUPPY FEEDING INSTRUCTIONS¹ (CUPS/DAY)

#### **TARGET ADULT BODY WEIGHT**

Age of Puppy (months)	2 kg (4.4 lbs)	5 kg (11 lbs)	10 kg (22 lbs)	15 kg (33 lbs)	20 kg (44 lbs)	25 kg (55 lbs)	35 kg (77 lbs)	45 kg (99 lbs)
1	1/16 to 1/8	1/8 to 1/4	3/4 to 7/8	1-1/8 to 1-1/4	1-1/8 to 1-1/4	1-1/8 to 1-1/4	1-2/3 to 2-3/4	1-7/8 to 2
2	1/8 to 1/4	1-1/8 to 1-1/4	1-1/2 to 1-5/8	1-7/8 to 2-1/16	2-1/8 to 2-1/3	2-1/3 to 2-3/8	2-5/8 to 2-2/3	2-2/3 to 2-3/4
3	7/8 to 1	1-1/2 to 1-5/8	2-1/8 to 2-1/4	2-5/8 to 2-7/8	3-1/4 to 3-3/8	3-5/8 to 3-3/4	3-1/2 to 3-5/8	3-1/2 to 3-5/8
4	3/4 to 7/8	1-3/8 to 1-1/2	2-1/8 to 2-1/4	3-1/2 to 3-5/8	4-1/8 to 4-1/4	4-2/3 to 4-7/8	4-1/2 to 4-5/8	4-3/8 to 4-1/2
5	7/8 to 1	1-1/2 to 1-5/8	2-3/8 to 2-1/2	3-1/8 to 3-1/4	3-7/8 to 4	4-3/8 to 4-1/2	5-3/8 to 5-1/2	5-1/4 to 5-1/3
6	7/8 to 1	1-2/3 to 1-7/8	2-1/2 to 2-5/8	3-3/8 to 3-1/2	4-1/8 to 4-1/4	4-7/8 to 5	4-7/8 to 5	4-3/4 to 4-7/8
7	2/3 to 3/4	1-1/4 to 1-1/3	2 to 2-1/8	3-5/8 to 3-3/4	4-3/8 to 4-1/2	5-1/8 to 5-1/4	5-3/8 to 5-1/2	5-3/8 to 5-1/2
8	2/3 to 3/4	1-1/3 to 1-3/8	2-1/16 to 2-1/8	2-3/4 to 2-7/8	3-3/8 to 3-1/2	4 to 4-1/16	5-3/4 to 5-7/8	5-3/4 to 5-7/8
9	2/3 to 3/4	1-1/3 to 1-3/8	2-1/8 to 2-1/4	2-3/4 to 2-7/8	3-1/2 to 3-5/8	4-1/16 to 4-1/8	6 to 6-1/16	6-1/4 to 6-3/8
10	2/3 to 3/4	1-1/8 to 1-3/8	1-7/8 to 2	2-7/8 to 3	3-1/2 to 3-5/8	4-1/8 to 4-1/4	6-1/8 to 6-1/3	6-1/2 to 6-5/8
11	2/3 to 3/4	1-1/8 to 1-3/8	1-7/8 to 2	2-7/8 to 3	3-1/2 to 3-5/8	4-1/8 to 4-1/4	6-3/8 to 6-1/2	6-7/8 to 7
12	2/3 to 3/4	1-1/8 to 1-3/8	1-7/8 to 2-1/16	2-2/3 to 2-3/4	3-1/4 to 3-1/3	3-3/4 to 3-7/8	4-7/8 to 5	5-1/3 to 5-3/8
13				2-3/8 to 2-1/2	2-7/8 to 3	3-1/2 to 3-5/8	4-7/8 to 5	5-3/8 to 5-5/8
14							5 to 5-1/16	5-1/2to 5-5/8
15							5 to 5-1/16	5-2/3 to 5-3/4
16							5-1/16 to 5-1/8	5-3/4 to 5-7/8
17							5-1/16 to 5-1/8	5-3/4 to 5-7/8
18								5-7/8 to 6
19								5-7/8 to 6
20								5-7/8 to 6
21								5-3/8 to 5-1/2

1. Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.



**FELINE** FORMULAS





## EN GASTROENTERIC NATURALS® CANNED PUPPY FEEDING INSTRUCTIONS¹ (CANS/DAY)

#### **TARGET ADULT BODY WEIGHT**

Age of Puppy (months)	2 kg (4.4 lbs)	5 kg (11 lbs)	10 kg (22 lbs)	15 kg (33 lbs)	20 kg (44 lbs)	25 kg (55 lbs)	35 kg (77 lbs)	45 kg (99 lbs)
1	1/16 to 1/8	1/16 to 1/8	1/2 to 5/8	3/4 to 7/8	3/4 to 7/8	3/4 to 7/8	1-1/8 to 1-1/4	1-3/8 to 1-1/2
2	1/16 to 1/8	3/4 to 7/8	1 to 1-1/8	1-3/8 to 1-1/2	1-2/3 to 1-3/4	1-3/4 to 1-7/8	1-7/8 to 2	2 to 2-1/8
3	1/2 to 5/8	1 to 1-1/8	1-5/8 to 1-2/3	2-1/8 to 2-1/4	2-5/8 to 2-3/4	2-7/8 to 3	2-7/8 to 3	2-3/4 to 2-7/8
4	1/2 to 5/8	1 to 1-1/8	2 to 2-1/8	2-3/4 to 2-7/8	3-3/8 to 3-1/2	3-7/8 to 4	3-3/4 to 3-7/8	3-5/8 to 3-2/3
5	1/2 to 5/8	1-1/8 to 1-1/4	1-7/8 to 2	2-1/2 to 2-5/8	3-1/8 to 3-1/4	3-3/4 to 3-7/8	4-1/2 to 4-5/8	4-3/8 to 4-1/2
6	5/8 to 2/3	1-1/8 to 1-1/4	2 to 2-1/8	2-3/4 to 2-7/8	3-1/2 to 3-5/8	4-1/8 to 4-1/4	5-1/4 to 5-1/3	5-1/8 to 5-1/4
7	3/8 to 1/2	7/8 to 1	1-5/8 to 1-2/3	2-1/4 to 2-1/3	2-3/4 to 2-7/8	3-1/3 to 3-3/8	5-3/4 to 5-7/8	5-3/4 to 5-7/8
8	3/8 to 1/2	7/8 to 1	1-5/8 to 1-2/3	2-1/4 to 2-1/3	2-7/8 to 3	3-3/8 to 3-1/2	5 to 5-1/8	5-1/8 to 5-1/4
9	3/8 to 1/2	7/8 to 1	1-2/3 to 1-3/4	2-1/3 to 2-3/8	2-7/8 to 3	3-1/2 to 3-5/8	5-1/4 to 5-1/3	5-1/2 to 5-5/8
10	3/8 to 1/2	7/8 to 1	1-2/3 to 1-3/4	2-3/8 to 2-1/2	2-7/8 to 3	3-1/2 to 3-5/8	5-3/8 to 5-1/2	5-3/4 to 5-7/8
11	3/8 to 1/2	7/8 to 1	1-2/3 to 1-3/4	2-3/8 to 2-1/2	3 to 3-1/8	3-5/8 to 3-2/3	5-2/3 to 5-3/4	6-1/8 to 6-1/4
12	3/8 to 1/2	7/8 to 1	1-2/3 to 1-3/4	2-3/8 to 2-1/2	3 to 3-1/8	3-2/3 to 3-3/4	4-1/3 to 4-3/8	4-3/4 to 4-7/8
13				2-3/8 to 2-1/2	3 to 3-1/8	3-2/3 to 3-3/4	4-3/8 to 4-1/2	4-7/8 to 5
14							4-3/8 to 4-1/2	5 to 5-1/8
15							4-3/8 to 4-1/2	5-1/8 to 5-1/4
16							4-3/8 to 4-1/2	5-1/8 to 5-1/4
17							4-3/8 to 4-1/2	5-1/4 to 5-1/3
18								5-1/3 to 5-3/8
19								5-3/8 to 5-1/2
20								5-3/8 to 5-1/2
21								5-3/8 to 5-1/2





# HA HYDROLYZED® CANNED PUPPY FEEDING INSTRUCTIONS¹ (CANS/DAY)

#### TARGET ADULT BODY WEIGHT

Age of Puppy (months)	2 kg (4.4 lbs)	5 kg (11 lbs)	10 kg (22 lbs)	15 kg (33 lbs)	20 kg (44 lbs)	25 kg (55 lbs)	35 kg (77 lbs)	45 kg (99 lbs)
1	1/16 to 1/8	1/8 to 1/4	3/4 to 7/8	1 to 1-1/8	1-1/8 to 1-1/4	1 to 1-1/8	1-2/3 to 1-3/4	1-7/8 to 2
2	1/16 to 1/8	1 to 1-1/8	1-1/2 to 1-5/8	2 to 2-1/8	2-1/3 to 2-3/8	2-3/8 to 2-1/2	2-3/4 to 2-7/8	2-7/8 to 3
3	3/4 to 7/8	1-3/8 to 1-5/8	2-1/4 to 2-1/3	3 to 3-1/8	3-2/3 to 3-3/4	4 to 4-1/8	4 to 4-1/8	3-7/8 to 4
4	3/4 to 7/8	1-3/8 to 1-1/2	2-7/8 to 3	3-7/8 to 4	4-3/4 to 4-7/8	5-3/8 to 5-5/8	5-1/8 to 5-1/3	5 to 5-1/8
5	3/4 to 7/8	1-5/8 to 1-2/3	2-2/3 to 2-3/4	3-5/8 to 3-2/3	4-3/8 to 4-1/2	5-1/8 to 5-1/3	6-1/3 to 6-1/2	6-1/8 to 6-1/4
6	7/8 to 1	1-2/3 to 1-7/8	2-7/8 to 3	3-7/8 to 4	4-7/8 to 5	5-3/4 to 6	7-1/3 to 7-1/2	7-1/8 to 7-1/3
7	2/3 to 3/4	1-3/8 to 1-1/2	2-1/4 to 2-1/3	3-1/8 to 3-1/4	3-7/8 to 4	4-5/8 to 4-3/4	8-1/8 to 8-1/4	8 to 8-1/4
8	2/3 to 3/4	1-3/8 to 1-1/2	2-1/4 to 2-1/3	3-1/8 to- 3-1/4	4 to 4-1/8	4-3/4 to 5	6-7/8 to 7-1/8	7-1/8 to 7-1/4
9	2/3 to 3/4	1-3/8 to 1-1/2	2-3/8 to 2-1/2	3-1/4 to 3-1/3	4-1/8 to 4-1/4	4-3/4 to 5	7-3/8 to 7-1/2	7-2/3 to 7-7/8
10	2/3 to 3/4	1-3/8 to 1-1/2	2-3/8 to 2-1/2	3-1/4 to 3-1/3	4-1/8 to 4-1/4	4-7/8 to 5-1/8	7-5/8 to 7-3/4	8-1/8 to 8-1/3
11	2/3 to 3/4	1-3/8 to 1-1/2	2-3/8 to 2-1/2	3-1/3 to 3-3/8	4-1/8 to 4-1/4	5 to 5-1/8	7-3/4 to 8	8-1/2 to 8-3/4
12	2/3 to 3/4	1-3/8 to 1-1/2	2-3/8 to 2-1/2	3-1/3 to 3-3/8	4-1/8 to 4-1/4	5 to 5-1/8	6 to 6-1/3	6-2/3 to 6-3/4
13				3-1/3 to 3-3/8	4-1/8 to 4-1/4	5 to 5-1/4	6-1/8 to 6-1/4	6-7/8 to 7
14							6-1/8 to 6-1/3	7 to 7-1/8
15							6-1/8 to 6-1/3	7-1/8 to 7-1/4
16							6-1/4 to 6-3/8	7-1/4 to 7-1/3
17							6-1/4 to 6-3/8	7-1/3 to 7-1/2
18								7-3/8 to 7-1/2
19								7-3/8 to 7-5/8
20								7-3/8 to 7-2/3
21								7-3/8 to 7-2/3

1. Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.







#### HA HYDROLYZED® SALMON FLAVOR DRY PUPPY FEEDING INSTRUCTIONS<sup>1</sup> (CUPS/DAY)

#### **TARGET ADULT BODY WEIGHT**

2 kg (4.4 lbs)	5 kg (11 lbs)	10 kg (22 lbs)	15 kg (33 lbs)	20 kg (44 lbs)	25 kg (55 lbs)	35 kg (77 lbs)	45 kg (99 lbs)
1/16 to 1/8	1/8 to 1/4	7/8 to 1-1/8	1-1/8 to 1-1/4	1-1/4 to 1-1/3	1-1/8 to 1-1/3	1-3/4 to 2	1-3/4 to 2-1/8
1/8 to 1/4	1-1/8 to 1-1/3	1-1/2 to 1-3/4	2 to 2-1/4	2-1/3 to 2-1/2	2-1/2 to 2-2/3	2-3/4 to 3	2-3/4 to 3-1/8
7/8 to 1-1/8	1-2/3 to 1-3/4	2-1/3 to 2-1/2	2-7/8 to 3-1/8	3-1/2 to 3-2/3	3-7/8 to 4 1/8	3-7/8 to 4-1/8	3-3/4 to 4
7/8 to 1-1/8	1-1/2 to 1-2/3	2-1/3 to 2-1/2	3-3/4 to 3-7/8	4-1/2 to 4-2/3	5-1/8 to 5-1/4	4-7/8 to 5-1/8	4-2/3 to 4-7/8
7/8 to 1-1/8	1-2/3 to 1-3/4	2-1/2 to 2-2/3	3-1/3 to 3-2/3	4-1/8 to 4-1/4	4-3/4 to 4-7/8	5-3/4 to 6	5-1/2 to 5-3/4
7/8 to 1-1/8	1-3/4 to 1-7/8	2-3/4 to 2-7/8	3-2/3 to 3-7/8	4-1/2 to 4-2/3	5-1/4 to 5-1/3	5-1/4 to 5-1/2	5-1/8 to 5-1/4
3/4 to 7/8	1-1/3 to 1-1/2	2-1/8 to 2-1/4	3-7/8 to 4-1/8	4-3/4 to 4-7/8	5-1/2 to 5-2/3	5-3/4 to 5-7/8	5-3/4 to 5-7/8
3/4 to 7/8	1-1/3 to 1-1/2	2-1/4 to 2-1/3	2-7/8 to 3-1/8	3-2/3 to 3-3/4	4-1/4 to 4-1/2	6-1/8 to 6-1/3	6-1/4 to 6-1/2
3/4 to 7/8	1-1/3 to 1-2/3	2-1/4 to 2-1/3	2-7/8 to 3-1/8	3-3/4 to 3-7/8	4-1/3 to 4-1/2	6-1/3 to 6-2/3	6-3/4 to 6-7/8
2/3 to 3/4	1-1/3 to 1-1/2	2-1/8 to 2-1/4	3 to 3-1/4	3-3/4 to 3-7/8	4-1/3 to 4-2/3	6-2/3 to 6-7/8	7-1/8 to 7-1/4
2/3 to 3/4	1-1/3 to 1-1/2	2-1/8 to 2-1/4	3-1/8 to 3-1/4	3-3/4 to 3-7/8	4-1/3 to 4-2/3	6-7/8 to 7-1/8	7-1/3 to 7-2/3
2/3 to 3/4	1-1/3 to 1-1/2	2-1/8 to 2-1/4	2-7/8 to 3	3-1/2 to 3-2/3	4 to 4-1/3	5-1/4 to 5-1/2	5-3/4 to 5-7/8
			2-1/2 to 2-2/3	3-1/8 to 3-1/3	3-2/3 to 3-7/8	5-1/3 to 5-1/2	5-7/8 to 6-/8
						5-1/3 to 5-1/2	5-7/8 to 6-1/8
						5-1/3 to 5-1/2	6 to 6-1/4
						5-1/3 to 5-1/2	6-1/4 to 6-1/3
						5-1/3 to 5-2/3	6-1/4 to 6-1/2
							6-1/4 to 6-1/2
							6-1/3 to 6-1/2
							6-1/3 to 6-1/2
							5-7/8 to 6-1/8
	(4.4 lbs)  1/16 to 1/8  1/8 to 1/4  7/8 to 1-1/8  7/8 to 1-1/8  7/8 to 1-1/8  7/8 to 1-1/8  3/4 to 7/8  3/4 to 7/8  3/4 to 7/8  2/3 to 3/4  2/3 to 3/4	(4.4 lbs) (11 lbs)  1/16 to 1/8 1/8 to 1/4  1/8 to 1/4 1-1/8 to 1-1/3  7/8 to 1-1/8 1-2/3 to 1-3/4  7/8 to 1-1/8 1-1/2 to 1-2/3  7/8 to 1-1/8 1-2/3 to 1-3/4  7/8 to 1-1/8 1-2/3 to 1-3/4  7/8 to 1-1/8 1-3/4 to 1-7/8  3/4 to 7/8 1-1/3 to 1-1/2  3/4 to 7/8 1-1/3 to 1-1/2  3/4 to 7/8 1-1/3 to 1-1/2  2/3 to 3/4 1-1/3 to 1-1/2  2/3 to 3/4 1-1/3 to 1-1/2	(4.4 lbs)         (11 lbs)         (22 lbs)           1/16 to 1/8         1/8 to 1/4         7/8 to 1-1/8           1/8 to 1/4         1-1/8 to 1-1/3         1-1/2 to 1-3/4           7/8 to 1-1/8         1-2/3 to 1-3/4         2-1/3 to 2-1/2           7/8 to 1-1/8         1-1/2 to 1-2/3         2-1/3 to 2-1/2           7/8 to 1-1/8         1-2/3 to 1-3/4         2-1/2 to 2-2/3           7/8 to 1-1/8         1-3/4 to 1-7/8         2-3/4 to 2-7/8           3/4 to 7/8         1-1/3 to 1-1/2         2-1/8 to 2-1/4           3/4 to 7/8         1-1/3 to 1-1/2         2-1/4 to 2-1/3           3/4 to 7/8         1-1/3 to 1-2/3         2-1/4 to 2-1/3           2/3 to 3/4         1-1/3 to 1-1/2         2-1/8 to 2-1/4           2/3 to 3/4         1-1/3 to 1-1/2         2-1/8 to 2-1/4	(4.4 lbs)         (11 lbs)         (22 lbs)         (33 lbs)           1/16 to 1/8         1/8 to 1/4         7/8 to 1-1/8         1-1/8 to 1-1/4           1/8 to 1/4         1-1/8 to 1-1/3         1-1/2 to 1-3/4         2 to 2-1/4           7/8 to 1-1/8         1-2/3 to 1-3/4         2-1/3 to 2-1/2         2-7/8 to 3-1/8           7/8 to 1-1/8         1-1/2 to 1-2/3         2-1/3 to 2-1/2         3-3/4 to 3-7/8           7/8 to 1-1/8         1-2/3 to 1-3/4         2-1/2 to 2-2/3         3-1/3 to 3-2/3           7/8 to 1-1/8         1-3/4 to 1-7/8         2-3/4 to 2-7/8         3-2/3 to 3-7/8           3/4 to 7/8         1-1/3 to 1-1/2         2-1/8 to 2-1/4         3-7/8 to 4-1/8           3/4 to 7/8         1-1/3 to 1-1/2         2-1/4 to 2-1/3         2-7/8 to 3-1/8           3/4 to 7/8         1-1/3 to 1-2/3         2-1/4 to 2-1/3         2-7/8 to 3-1/8           2/3 to 3/4         1-1/3 to 1-1/2         2-1/8 to 2-1/4         3 to 3-1/4           2/3 to 3/4         1-1/3 to 1-1/2         2-1/8 to 2-1/4         3-1/8 to 3-1/4           2/3 to 3/4         1-1/3 to 1-1/2         2-1/8 to 2-1/4         2-7/8 to 3	(4.4 lbs)         (11 lbs)         (22 lbs)         (33 lbs)         (44 lbs)           1/16 to 1/8         1/8 to 1/4         7/8 to 1-1/8         1-1/8 to 1-1/4         1-1/4 to 1-1/3           1/8 to 1/4         1-1/8 to 1-1/3         1-1/2 to 1-3/4         2 to 2-1/4         2-1/3 to 2-1/2           7/8 to 1-1/8         1-2/3 to 1-3/4         2-1/3 to 2-1/2         2-7/8 to 3-1/8         3-1/2 to 3-2/3           7/8 to 1-1/8         1-1/2 to 1-2/3         2-1/3 to 2-1/2         3-3/4 to 3-7/8         4-1/2 to 4-2/3           7/8 to 1-1/8         1-2/3 to 1-3/4         2-1/2 to 2-2/3         3-1/3 to 3-2/3         4-1/8 to 4-1/4           7/8 to 1-1/8         1-3/4 to 1-7/8         2-3/4 to 2-7/8         3-2/3 to 3-7/8         4-1/2 to 4-2/3           3/4 to 7/8         1-1/3 to 1-1/2         2-1/8 to 2-1/4         3-7/8 to 4-1/8         4-3/4 to 4-7/8           3/4 to 7/8         1-1/3 to 1-1/2         2-1/4 to 2-1/3         2-7/8 to 3-1/8         3-2/3 to 3-3/4           2/3 to 3/4         1-1/3 to 1-1/2         2-1/8 to 2-1/4         3 to 3-1/4         3-3/4 to 3-7/8           2/3 to 3/4         1-1/3 to 1-1/2         2-1/8 to 2-1/4         3-1/8 to 3-1/4         3-3/4 to 3-7/8           2/3 to 3/4         1-1/3 to 1-1/2         2-1/8 to 2-1/4         3-1/8 to 3-1/4         3-3/	(4.4 lbs)         (11 lbs)         (22 lbs)         (33 lbs)         (44 lbs)         (55 lbs)           1/16 to 1/8         1/8 to 1/4         7/8 to 1-1/8         1-1/8 to 1-1/4         1-1/4 to 1-1/3         1-1/8 to 1-1/3           1/8 to 1/4         1-1/8 to 1-1/3         1-1/2 to 1-3/4         2 to 2-1/4         2-1/3 to 2-1/2         2-1/2 to 2-2/3           7/8 to 1-1/8         1-2/3 to 1-3/4         2-1/3 to 2-1/2         2-7/8 to 3-1/8         3-1/2 to 3-2/3         3-7/8 to 4 1/8           7/8 to 1-1/8         1-1/2 to 1-2/3         2-1/3 to 2-1/2         3-3/4 to 3-7/8         4-1/2 to 4-2/3         5-1/8 to 5-1/4           7/8 to 1-1/8         1-2/3 to 1-3/4         2-1/2 to 2-2/3         3-1/3 to 3-2/3         4-1/8 to 4-1/4         4-3/4 to 4-7/8           7/8 to 1-1/8         1-2/3 to 1-3/4         2-1/2 to 2-2/3         3-1/3 to 3-2/3         4-1/8 to 4-1/4         4-3/4 to 4-7/8           7/8 to 1-1/8         1-3/4 to 1-7/8         2-3/4 to 2-7/8         3-2/3 to 3-7/8         4-1/2 to 4-2/3         5-1/4 to 5-1/3           3/4 to 7/8         1-1/3 to 1-1/2         2-1/8 to 2-1/4         3-7/8 to 4-1/8         4-3/4 to 4-7/8         5-1/2 to 5-2/3           3/4 to 7/8         1-1/3 to 1-1/2         2-1/4 to 2-1/3         2-7/8 to 3-1/8         3-2/3 to 3-3/4         4-1/4 to 4-1/2	(4.4 lbs)         (11 lbs)         (22 lbs)         (33 lbs)         (44 lbs)         (55 lbs)         (77 lbs)           1/16 to 1/8         1/8 to 1/4         7/8 to 1-1/8         1-1/8 to 1-1/4         1-1/4 to 1-1/3         1-1/8 to 1-1/3         1-3/4 to 2           1/8 to 1/4         1-1/8 to 1-1/3         1-1/2 to 1-3/4         2 to 2-1/4         2-1/3 to 2-1/2         2-1/2 to 2-2/3         2-3/4 to 3           7/8 to 1-1/8         1-2/3 to 1-3/4         2-1/3 to 2-1/2         2-7/8 to 3-1/8         3-1/2 to 3-2/3         3-7/8 to 4 1/8         3-7/8 to 4 1/8           7/8 to 1-1/8         1-1/2 to 1-2/3         2-1/3 to 2-1/2         3-3/4 to 3-7/8         4-1/2 to 4-2/3         5-1/8 to 5-1/4         4-7/8 to 5-1/8           7/8 to 1-1/8         1-2/3 to 1-3/4         2-1/2 to 2-2/3         3-1/3 to 3-2/3         4-1/8 to 4-1/4         4-3/4 to 4-7/8         5-3/4 to 6-1/8           7/8 to 1-1/8         1-2/3 to 1-7/8         2-3/4 to 2-7/8         3-2/3 to 3-7/8         4-1/2 to 4-2/3         5-1/4 to 5-1/3         5-1/4 to 5-1/2         3-1/8 to 3-1/8 <td< td=""></td<>





#### JM JOINT MOBILITY® DRY PUPPY FEEDING INSTRUCTIONS1 (CUPS/DAY)

#### **TARGET ADULT BODY WEIGHT**

Age of Puppy (months)	2 kg (4.4 lbs)	5 kg (11 lbs)	10 kg (22 lbs)	15 kg (33 lbs)	20 kg (44 lbs)	25 kg (55 lbs)	35 kg (77 lbs)	45 kg (99 lbs)
1	1/16 to 1/8	1/8 to 1/4	2/3 to 7/8	7/8 to 1-1/16	1 to 1-1/16	1 to 1-1/16	1-1/2 to 1-5/8	1-2/3 to 1-7/8
2	1/8 to 1/4	1 to 1-1/16	1-3/8 to 1-1/2	1-3/4 to 1-7/8	2 to 2-1/16	2-1/8 to 2-1/4	2-1/3 to 2-3/8	2-3/8 to 2-1/2
3	3/4 to 7/8	1-3/8 to 1-1/2	1-7/8 to 2	2-1/2 to 2-5/8	2-7/8 to 3-1/16	3-1/4 to 3-1/3	3-1/4 to 3-1/3	3-1/8 to 3-1/4
4	5/8 to 7/8	1-1/4 to 1-1/3	1-7/8 to 2	3-1/8 to 3-1/4	3-3/4 to 3-7/8	4-1/4 to 4-1/3	4-1/8 to 4-1/4	3-7/8 to 4
5	3/4 to 7/8	1-3/8 to 1-1/2	2-1/8 to 2-1/4	2-7/8 to 3	3-3/8 to 3-5/8	4 to 4-1/16	4-7/8 to 5	4-2/3 to 4-7/8
6	3/4 to 7/8	1-1/2 to 1-5/8	2-3/8 to 2-1/2	3-1/8 to 3-1/4	3-3/4 to 3-7/8	4-3/8 to 4-1/2	4-3/8 to 4-1/2	4-1/3 to 4-3/8
7	5/8 to 2/3	1-1/8 to 1-1/4	1-3/4 to 1-7/8	3-1/4 to 3-1/3	4 to 4-1/16	4-5/8 to 4-3/4	4-3/4 to 4-7/8	4-3/4 to 4-7/8
8	5/8 to 2/3	1-1/8 to 1-1/4	1-7/8 to 2	2-1/2 to 2-5/8	3-1/16 to 3-1/8	3-5/8 to 3-2/3	5-1/8 to 5-1/4	5-1/4 to 5-1/3
9	5/8 to 2/3	1-1/8 to 1-1/4	1-7/8 to 2	2-5/8 to 2-2/3	3-1/8 to 3-1/4	3-2/3 to 3-3/4	5-3/8 to 5-1/2	5-5/8 to 5-3/4
10	1/2 to 5/8	1-1/16 to 1-1/8	1-3/4 to 1-7/8	2-1/2 to 2-5/8	3-1/8 to 3-1/4	3-2/3 to 3-7/8	5-5/8 to 5-2/3	5-7/8 to 6
11	1/2 to 5/8	1-1/8 to 1-1/4	1-3/4 to 1-7/8	2-1/2 to 2-5/8	3-1/8 to 3-1/4	3-3/4 to 3-7/8	5-3/4 to 5-7/8	6-1/8 to 6-1/4
12	1/2 to 5/8	1-1/8 to 1-1/4	1-3/4 to 1-7/8	2-3/8 to 2-1/2	2-7/8 to 3	3-3/8 to 3-1/2	4-3/8 to 4-1/2	4-3/4 to 4-7/8
13				2-1/8 to 2-1/4	2-2/3 to 2-3/4	3-1/8 to 3-1/4	4-3/8 to 4-1/2	4-7/8 to 5
14							4-1/2 to 4-5/8	5-1/16 to 5-1/8
15							4-1/2 to 4-5/8	5-1/8 to 5-1/4
16							4-1/2 to 4-5/8	5-1/8 to 5-1/4
17							4-1/2 to 4-5/8	5-1/4 to 5-1/3
18								5-1/4 to 5-1/3
19								5-1/3 to 5-3/8
20								5-1/3 to 5-1/2
21								4-7/8 to 5

1. Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.



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# NC NEUROCARE® DRY PUPPY FEEDING INSTRUCTIONS¹ (CUPS/DAY)

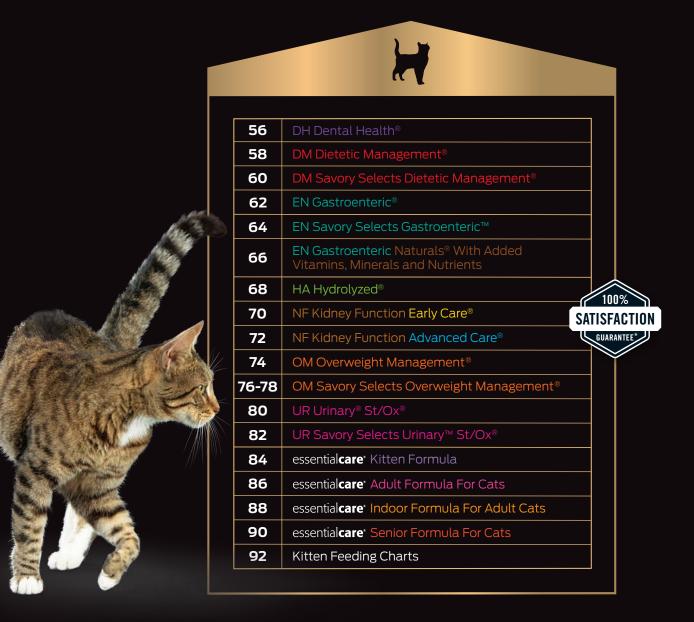
#### TARGET ADULT BODY WEIGHT

Age of Puppy (months)	2 kg (4.4 lbs)	5 kg (11 lbs)	10 kg (22 lbs)	15 kg (33 lbs)	20 kg (44 lbs)	25 kg (55 lbs)	35 kg (77 lbs)	45 kg (99 lbs)
1	1/16 to 1/8	1/8 to 1/4	3/4 to 7/8	1 to 1-1/16	1-1/16 to 1-1/8	1-1/16 to 1-1/8	1-1/2 to 1-5/8	1-3/4 to 2-1/8
2	1/8 to 1/4	1-1/16 to 1-1/8	1-3/8 to 1-1/2	1-3/4 to 1-7/8	2-1/16 to 2-1/8	2-1/8 to 2-1/4	2-3/8 to 2-1/2	2-1/2 to 2-5/8
3	3/4 to 7/8	1-3/8 to 1-1/2	2 to 2-1/16	2-5/8 to 2-2/3	3-1/16 to 3-1/8	3-3/8 to 3-1/2	3-1/3 to 3-3/8	3-1/4 to 3-1/3
4	3/4 to 7/8	1-1/3 to 1-3/8	2 to 2-1/16	3-1/4 to 3-1/3	3-7/8 to 4	4-3/8 to 4-1/2	4-1/8 to 4-1/3	4-1/16 to 4-1/8
5	3/4 to 7/8	1-3/8 to 1-1/2	2-1/4 to 2-1/3	2-7/8 to 3	3-1/2 to 3-5/8	4-1/8 to 4-1/4	5 to 5-1/16	4-7/8 to 5
6	3/4 to 7/8	1-1/2 to 1-5/8	2-3/8 to 2-1/2	3-1/8 to 3-1/4	3-7/8 to 4	4-1/2 to 4-5/8	4-1/2 to 4-5/8	4-3/8 to 4-1/2
7	5/8 to 2/3	1-1/8 to 1-1/4	1-7/8 to 2	3-3/8 to 3-1/2	4-1/8 to 4-1/4	4-3/4 to 4-7/8	5 to 5-1/16	4-7/8 to 5-1/16
8	2/3 to 3/4	1-1/8 to 1-1/4	1-7/8 to 2	2-1/2 to 2-5/8	3-1/8 to 3-1/4	3-2/3 to 3-3/4	5-1/3 to 5-3/8	5-3/8 to 5-1/2
9	2/3 to 3/4	1-1/8 to 1-1/3	1-7/8 to 2	2-5/8 to 2-2/3	3-1/4 to 3-1/3	3-3/4 to 3-7/8	5-1/2 to 5-5/8	5-3/4 to 5-7/8
10	1/2 to 5/8	1-1/8 to 1-1/4	1-3/4 to 1-7/8	2-2/3 to 2-3/4	3-1/4 to 3-1/3	3-3/4 to 3-7/8	5-3/4 to 5-7/8	6-1/8 to 6-1/4
11	1/2 to 5/8	1-1/8 to 1-1/4	1-3/4 to 1-7/8	2-2/3 to 2-3/4	3-1/4 to 3-1/3	3-7/8 to 4	5-7/8 to 6	6-3/8 to 6-1/2
12	1/2 to 5/8	1-1/8 to 1-1/4	1-3/4 to 1-7/8	2-3/8 to 2-1/2	3 to 3-1/16	3-1/2 to 3-5/8	4-1/2 to 4-5/8	4-7/8 to 5
13				2-1/4 to 2-1/3	2-3/4 to 2-7/8	3-1/4 to 3-1/3	4-1/2 to 4-5/8	5-1/16 to 5-1/8
14							4-5/8 to 4-2/3	5-1/8 to 5-1/4
15							4-2/3 to 4-3/4	5-1/4 to 5-1/3
16							4-2/3 to 4-3/4	5-3/8 to 5-1/2
17							4-2/3 to 4-3/4	5-3/8 to 5-1/2
18								5-3/8 to 5-1/2
19								5-1/2 to 5-5/8
20								5-1/2 to 5-5/8
21								5-1/16 to 5-1/8

 $1. Adjust ments \ must \ be \ made \ for \ environmental \ conditions, \ activity \ level, \ and \ body \ condition. \ Provide \ fresh \ water \ in \ a \ clean \ container \ daily.$ 



# Feline Formulas



\*See bags for details

**INGREDIENTS** 

**GLOSSARY** 





# Feline Diets & Supplements



THE FOLLOWING SUGGESTED DIETS & SUPPLEMENTS MAY BE APPROPRIATE FOR CATS WITH CERTAIN FORMS OF THESE HEALTH CONDITIONS.

CONDITION	suc	GESTED DIETS/SUPPLEMENTS
Anxious Behaviour		Calming Care
Constipation		FortiFlora PRO Synbiotic Action™
	ОМ	Overweight Management®
Critical Care	DM	Dietetic Management®
Dental Disease	DH	Dental Health®
Diabetes Mellitus	DM	Dietetic Management®
	ОМ	Overweight Management®
Diarrhea	DM	Dietetic Management®
	EN	Gastroenteric®
	EN	Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
		FortiFlora®
		FortiFlora PRO Synbiotic Action™
Enteritis	DM	Dietetic Management®
	EN	Gastroenteric®
	EN	Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
		FortiFlora®
		FortiFlora PRO Synbiotic Action™
Exocrine Pancreatic	EN	Gastroenteric®
Insufficiency	EN	Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
	НА	Hydrolyzed®
Feline LUTS	UR	Urinary® St/Ox®
Food Allergic Dermatitis	НА	Hydrolyzed <sup>®</sup>
Food Allergic Gastroenteritis	НА	Hydrolyzed®
Gastritis	EN	Gastroenteric®
	EN	Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
Hairballs	ОМ	Overweight Management®

Hepatic Encephalopathy Hepatic Lipidosis DM Dietetic Management® EN Gastroenteric® EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients Hyperlipidemia Inflammatory Bowel Disease EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  EN Gastroenteric® EN Gastroenteric® EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®  Obesity OM Overweight Management®  EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  EN Gastroenteric® EN Gastroenteric® EN Gastroenteric® HA Hydrolyzed®  Renal Failure  NE Kidney Function Farly Care®	CONDITION	SUG	GESTED DIETS/SUPPLEMENTS
EN Gastroenteric® EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  Hyperlipidemia OM Overweight Management®  EN Gastroenteric® EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®  Obesity OM Overweight Management®  EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®  EN Gastroenteric® EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®  HA Hydrolyzed®		NF	Kidney Function Advanced Care®
EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  Hyperlipidemia OM Overweight Management®  Inflammatory Bowel Disease EN Gastroenteric® EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®  Obesity OM Overweight Management®  Pancreatitis EN Gastroenteric® EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®  HA Hydrolyzed®	Hepatic Lipidosis	DM	Dietetic Management®
Hyperlipidemia OM Overweight Management®  Inflammatory Bowel Disease EN Gastroenteric® EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®  Obesity OM Overweight Management®  EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  EN Gastroenteric®  EN Gastroenteric®  EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®		EN	Gastroenteric®
Inflammatory Bowel Disease  EN Gastroenteric Naturals With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed  Obesity  OM Overweight Management  EN Gastroenteric Naturals With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed  EN Gastroenteric  HA Hydrolyzed  HA Hydrolyzed  HA Hydrolyzed		EN	
Bowel Disease  EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®  Obesity OM Overweight Management®  Pancreatitis EN Gastroenteric®  EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®	Hyperlipidemia	ОМ	Overweight Management®
EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®  Obesity OM Overweight Management®  EN Gastroenteric®  EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®		EN	Gastroenteric®
Obesity OM Overweight Management®  Pancreatitis EN Gastroenteric® EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®	Dower Bisease	EN	
Pancreatitis  EN Gastroenteric®  EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®		НА	Hydrolyzed®
EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients  HA Hydrolyzed®	Obesity	ОМ	Overweight Management®
Vitamins, Minerals and Nutrients  HA Hydrolyzed®	Pancreatitis	EN	Gastroenteric®
- 1- 1		EN	
Renal Failure NF Kidney Function Farly Care®		НА	Hydrolyzed®
Thaney Forteron Early Care	Renal Failure	NF	Kidney Function Early Care®
NF Kidney Function Advanced Care®		NF	Kidney Function Advanced Care®
Tartar Accumulation DH Dental Health®		DH	Dental Health®
Urolithiasis UR Urinary® St/Ox®	Urolithiasis	UR	Urinary® St/Ox®



FELINE FORMULA

#### Medical Indications:

Diets with these nutritional modifications have been recommended for cats with the following conditions:

- Adult cats to help reduce the accumulation of plaque and tartar
- Adult and senior cats for everyday maintenance

#### **Medical Contraindications:**

• None





**AVAILABLE SIZES** Bags of 2.72 and 7.26 kgs

Feeding and Administration:

Pro Plan Veterinary Diets DH Dental Health Feline Formula is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats.

FEEDING GUIDE <sup>1</sup>				
BODY	WEIGHT	DRY		
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>		
5	2.3	1/2		
8	3.6	3/4		
12	5.4	11/8		
16	7.2	11/2		
20	9.1	17/8		
	11.4	2 1/4		
	CALORIE CONT	rent (Calculated) <sup>2</sup>		
		3426 kcal/kg		
		3.426 kcal/g		
		279 kcal/250 ml cup		



#### Dental Health:



Optimal kibble size and unique, crunchy kibble texture provides mechanical action to reduce the accumulation of tartar and plaque

• VOHC Seal of Acceptance: helps control tartar and plaque



#### General Health:

- Appropriate protein content to help maintain ideal body condition
- Contains antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress
- Great taste to help ensure adequate nutrient intake

#### **Ingredients:**

Ground yellow corn, poultry by-product meal, corn gluten meal, liver flavor, animal fat preserved with mixed-tocopherols, powdered cellulose, fish meal, glycerin, calcium carbonate, potassium chloride, natural flavor, tetra sodium pyrophosphate, brewers dried yeast, salt, choline chloride, glycine, Vitamin E supplement, taurine, niacin (Vitamin B-3), zinc sulfate, ferrous sulfate, thiamine mononitrate (Vitamin B-1), Vitamin A supplement, calcium pantothenate (Vitamin B-5), manganese sulfate, tricalcium phosphate, riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, pyridoxine hydrochloride (Vitamin B-6), copper sulfate, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K), calcium iodate, sodium selenite. C256022

AVERAGE NUTRIENT CONTENT				
	DRY			
	PER 100 KCAL ME	AS FED	DRY MATTER	
Protein	10.25 g	35.11%	38.18%	
Fat	3.69 g	12.65%	13.76%	
Carbohydrate	9.36 g	32.06%	34.87%	
Crude Fiber	1.25 g	4.28%	4.65%	
Total Dietary Fiber	2.88 g	9.88%	10.74%	
Soluble Fiber	0.27 g	0.94%	1.02%	
Insoluble Fiber	2.61 g	8.94%	9.72%	
Calcium	0.42 g	1.44%	1.56%	
Phosphorus	0.37 g	1.27%	1.38%	
Potassium	0.20 g	0.69%	0.75%	
Sodium	0.16 g	0.55%	0.60%	
Chloride	0.21 g	0.72%	0.78%	
Magnesium	0.03 g	0.09%	0.10%	
Copper	0.42 mg	14.52 mg/kg	15.79 mg/kg	
Zinc	6.12 mg	210 mg/kg	228 mg/kg	
Taurine	0.05 g	0.17%	0.19%	
Vitamin A	295 IU	10,117 IU/kg	11,002 IU/kg	
Vitamin E	16.77 IU	574 IU/kg	625 IU/kg	
Total Omega-6 Fatty Acids	0.66 g	2.25%	2.45%	
Total Omega-3 Fatty Acids	0.04 g	0.14%	0.15%	
EPA+DHA	0.01 g	0.05%	0.05%	

DIGESTION TEST RESULTS				
DIGESTIBILITY:	DRY			
Total, %	83.8			
Protein, %	89.3			
Fat, %	91.9			
Carbohydrate, %	89.4			
Calorie, %	87.3			
PERCENTAGE OF METABOLIZABLE ENERGY FROM:				
Protein, %	35.8			

<sup>†</sup> Based on digestion testing conducted at the Purina PetCare Technology Centers

Fat, %

Carbohydrate, %

PACKAGING	Sizes available	Cups per size
DH Dental Health®	Bags of 2.72 kg	33 cups
	Bags of 7.26 kg	89 cups
Hospital Professional Pack	Bags of 7.26 kg	89 cups

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.





57

31.4

32.8



Diets with these nutritional modifications have been recommended for cats with the following conditions:

- Diabetes mellitus
- Persisent hyperglycemia
- · Enteritis, diarrhea
- Hepatic lipidosis
- Critical care management

#### **Medical Contraindications:**

- Renal failure
- Hepatic encephalopathy



## Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Pro Plan Veterinary Diets DM Dietetic Management Feline Formula provides complete and balanced nutrition for maintenance of adult cats.

FEEDING GUIDE <sup>1</sup>				
BODY	WEIGHT	DRY		
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>		
5	2.3	1/4		
8	3.6	3/8		
12	5.4	1/2		
16	7.2	3/4		
20	9.1	7/8		
	11.4	11/8		
	CALORIE CONT	rent (Calculated) <sup>2</sup>		
		3792 kcal/kg		
		3.792 kcal/g		
		544 kcal/250 ml cup		



#### Glucose Management:



High protein and low carbohydrate to help support the unique nutritional needs of diabetic cats



May help promote insulin sensitivity and reduce external insulin requirements



May help reduce postprandial hyperglycemia

#### General Health:

- St/Ox Defense: This diet promotes a urinary environment unfavorable to the development of both struvite and calcium oxalate crystals
- High protein content to help maintain lean body mass and ideal body condition
- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Poultry by-product meal, soy protein isolate, corn gluten r soy flour, animal fat preserved with mixed-tocopherols, co starch, natural flavor, calcium carbonate, phosphoric acid, gelatin, fish oil, potassium chloride, choline chloride, DL-Methionine, taurine, powdered cellulose, salt, Vitamin E supplement, L-Lysine monohydrochloride, zinc sulfate, niacin (Vitamin B-3), ferrous sulfate, manganese sulfate, Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, copper sulfate, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K), calcium iodate, sodium selenite. C256120

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AVERAGE NUTRIENT CONTENT					
		DRY			
	PER 100 KCAL ME	AS FED	DRY MATTER		
Protein	13.84 g	52.50%	56.98%		
Fat	4.43 g	16.80%	18.23%		
Carbohydrate	3.97 g	15.06%	16.34%		
Crude Fiber	0.30 g	1.14%	1.23%		
Total Dietary Fiber	1.84 g	6.98%	7.58%		
Soluble Fiber	0.24 g	0.92%	1.00%		
Insoluble Fiber	1.60 g	6.06%	6.58%		
Calcium	0.29 g	1.11%	1.20%		
Phosphorus	0.29 g	1.11%	1.20%		
Potassium	0.23 g	0.89%	0.97%		
Sodium	0.14 g	0.54%	0.59%		
Chloride	0.17 g	0.65%	0.71%		
Magnesium	0.03 g	0.10%	0.10%		
Copper	0.56 mg	21.16 mg/kg	22.96 mg/kg		
Zinc	6.43 mg	244 mg/kg	265 mg/kg		
Taurine	0.10 g	0.37%	0.40%		
Vitamin A	481 IU	18,251 IU/kg	19,807 IU/kg		
Vitamin E	15.38 IU	583 IU/kg	633 IU/kg		
Total Omega-6 Fatty Acids	0.49 g	1.87%	2.03%		
Total Omega-3 Fatty Acids	0.08 g	0.29%	0.32%		
EPA+DHA	0.05 g	0.18%	0.20%		

DIGESTION TEST	RESULTS†			
DIGESTIBILITY:	DRY			
Total, %	86.8			
Protein, %	91.4			
Fat, %	91.7			
Carbohydrate, %	86.5			
Calorie, %	89.8			
PERCENTAGE OF METABOLIZABLE ENERGY FROM:				
Protein, %	48.3			
Fat, %	37.3			

<sup>†</sup>Based on digestion testing conducted at the Purina PetCare Technology Centers

Carbohydrate, %

PACKAGING	Sizes available	Cups per size
DM Dietetic Management®	Cases 24 x 156 g cans	
management	Bags of 2.72 kg	18 cups
	Bags of 4.54 kg	31 cups

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.

**INGREDIENTS** 

**GLOSSARY** 



14.4



Diets with these nutritional modifications have been recommended for cats with the following conditions:

- Diabetes mellitus
- Persisent hyperglycemia
- Enteritis, diarrhea
- Hepatic lipidosis
- Critical care management

#### **Medical Contraindications:**

- Renal failure
- Hepatic encephalopathy



**AVAILABLE SIZE**Cases of 24 x 156 g cans

### Feeding and Administration:

Pro Plan Veterinary Diets DM Dietetic Management Feline Formula is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats. Pro Plan Veterinary Diets DM Savory Selects Dietetic Management Feline Formula is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats.

	FEEDING GUIDE <sup>1</sup>						
	DY GHT		FOR WEIGHT	FOR WEIGHT LOSS		FOR MAINTENANCE	
lbs	kg	kcals/ day	DM Approximate Number of 156 g Cans/Day³	DM Savory Selects Approximate Number of 156 g Cans/Day <sup>3</sup>	kcals/ day	DM Approximate Number of 156 g Cans/Day³	DM Savory Selects Approximate Number of 156 g Cans/Day³
5	2.3	97	2/3	2/3	129	3/4	7/8
8	3.6	151	1	1	202	11/4	11/3
12	5.4	227	11/2	11/2	302	17/8	17/8
16	7.2	302	17/8	2	403	2 1/2	2 1/2
20	9.1	382	2 1/3	2 1/2	510	3 1/8	3 1/4
25 <sup>4</sup>	11.4	479	3	3	638	3 7/8	4
	DM CALORIE CONTENT (CALCULATED) <sup>2</sup> DM SAVORY SELECTS CALORIE CONTENT (CALCULAT				ONTENT (CALCULATED) <sup>2</sup>		
	1048 kcal/kg			1014 kcal/kį	3		
	1.048 kcal/g		1.014 kcal/g		5		
			163 kcal/156 g	can		158 kcal/156 g	can

#### Glucose Management:



High protein and low carbohydrate to help support the unique nutritional needs of diabetic cats



May help promote insulin sensitivity and reduce external insulin requirements



May help reduce postprandial hyperglycemia

#### General Health:

- St/Ox Defense: This diet promotes a urinary environment unfavorable to the development of both struvite and calcium oxalate crystals
- High protein content to help maintain lean body mass and ideal body condition
- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (DM):

Meat by-products, water, chicken, salmon, soy protein isolate, oat hulls, L-Lysine monohydrochloride, artificial and natural flavors, guar gum, potassium chloride, calcium sulfate, sodium bisulfate, taurine, Vitamin E supplement, carrageenan, choline chloride, salt, thiamine mononitrate, L-Carnitine, zinc sulfate, ferrous sulfate, niacin, calcium pantothenate, Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride, manganese sulfate, copper sulfate, riboflavin supplement, Vitamin B-12 supplement, biotin, folic acid, Vitamin D-3 supplement, potassium iodide. C253020



#### Ingredients (DM Savory Selects):

Water, chicken, liver, wheat gluten, meat by-products, corn starch-modified, soy flour, glycine, potassium chloride, tricalcium phosphate, natural flavor, L-Lysine monohydrochloride, taurine, salt, choline chloride, caramel color, Vitamin E supplement, zinc sulfate, ferrous sulfate, thiamine mononitrate, L-Carnitine, niacin, manganese sulfate, copper sulfate, calcium pantothenate, Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride, riboflavin supplement, Vitamin B-12 supplement, biotin, folic acid, potassium iodide, Vitamin D-3 supplement. C253120



AVERAGE NUTRIENT CONTENT						
	DM			DM S	AVORY SE	LECTS
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	13.28 g	13.92%	57.99%	13.97 g	14.17%	60.29%
Fat	5.44 g	5.71%	23.78%	4.06 g	4.12%	17.52%
Carbohydrate	1.52 g	1.59%	6.63%	3.14 g	3.18%	13.55%
Crude Fiber	0.71 g	0.75%	3.10%	0.15 g	0.15%	0.66%
Total Dietary Fiber	1.82 g	1.91%	7.96%	1.29 g	1.31%	5.57%
Soluble Fiber	0.39 g	0.41%	1.71%	0.33 g	0.34%	1.44%
Insoluble Fiber	1.43 g	1.50%	6.25%	0.96 g	0.97%	4.14%
Calcium	0.26 g	0.27%	1.14%	0.34 g	0.35%	1.48%
Phosphorus	0.26 g	0.27%	1.14%	0.26 g	0.26%	1.12%
Potassium	0.25 g	0.26%	1.10%	0.29 g	0.30%	1.27%
Sodium	0.14 g	0.15%	0.63%	0.09 g	0.10%	0.40%
Chloride	0.38 g	0.40%	1.67%	0.33 g	0.33%	1.41%
Magnesium	0.02 g	0.02%	0.07%	0.02 g	0.02%	0.08%
Copper	0.36 mg	3.75 mg/kg	15.61 mg/kg	0.62 mg	6.28 mg/kg	26.72 mg/kg
Zinc	3.56 mg	37 mg/kg	155 mg/kg	7.91 mg	80 mg/kg	341 mg/kg
Taurine	0.13 g	0.13%	0.55%	0.15 g	0.16%	0.66%
Vitamin A	3,289 IU	34,471 IU/kg	143,628 IU/kg	2,016 IU	20,447 IU/kg	87,010 IU/kg
Vitamin E	15.81 IU	166 IU/kg	690 IU/kg	16.30 IU	165 IU/kg	703 IU/kg
Total Omega-6 Fatty Acids	0.91 g	0.96%	3.99%	0.88 g	0.89%	3.79%
Total Omega-3 Fatty Acids	0.07 g	0.07%	0.30%	0.04 g	0.04%	0.15%
EPA+DHA	0.04 g	0.04%	0.16%	0.00 g	0.00%	0.00%

DIGESTION TEST RESULTS†				
DIGESTIBILITY:	DM	DM SAVORY SELECTS		
Total, %	81.7	87.0		
Protein, %	89.8	90.7		
Fat, %	98.7	94.3		
Carbohydrate, %	50.6	84.4		
Calorie, %	87.8	91.1		
PERCENTAGE OF METABOLIZABLE				

PERCENTAGE OF METABOLIZABLE ENERGY FROM:			
Protein, %	47.3	51.7	
Fat, %	47.2	36.5	
Carbohydrate, % 5.5 11.8			

<sup>†</sup> Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available
DM Dietetic Management®	Cases,
DM Savory Selects Dietetic Management®	24 x 156 g cans

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.





Diets with these nutritional modifications have been recommended for cats with the following conditions:

- · Vomiting and diarrhea
- Gastritis and enteritis
- Pancreatitis
- Inflammatory bowel disease
- Hepatic lipidosis

#### Medical Contraindications:

- Renal failure
- Hepatic encephalopathy



#### Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Purina Pro Plan Veterinary Diets EN Gastroenteric Feline Formulas provide complete and balanced nutrition for growth of kittens and maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>				
BODY	WEIGHT	DRY	CANNED		
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	Approximate Number of 156 g Cans/Day <sup>3</sup>		
5	2.3	1/4	7/8		
8	3.6	3/8	13/8		
12	5.4	1/2	2 1/8		
16	7.2	3/4	2 7/8		
20	9.1	7/8	3 2/3		
25 <sup>4</sup>	11.4	11/8	4 1/2		
		CALORIE CONTENT (CALCULATED) <sup>2</sup>			
		4249 kcal/kg	1023 kcal/kg		
		4.249 kcal/g	1.023 kcal/g		
		610 kcal/250 ml cup	159 kcal/156 g can		

See Kitten Feeding Guide Section on page 92 for growth feeding recommendations

#### Gastrointestinal Health:



High total digestibility to promote nutrient absorption



Energy-dense for feeding reduced meal volume



Colostrum helps stabilize intestinal microflora, reducing the risk of stress-related diarrhea, and primes local and systemic immune systems (dry)

• High protein for the unique requirements of cats with GI conditions

#### General Health:

- St/Ox Defense: This diet promotes a urinary environment unfavorable to the development of both struvite and calcium oxalate crystals
- Added B-complex vitamins
- Moderate fat provides energy
- · Contains omega-3 fatty acids from fish oil
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Soy protein isolate, poultry by-product meal, corn gluten meal, soy flakes, animal fat preserved with mixed-tocopherols, corn starch, natural flavor, calcium carbonate, phosphoric acid, fish oil, potassium chloride, DL-Methionine, powdered cellulose, taurine, choline chloride, zinc proteinate, salt, dried colostrum, Vitamin E supplement, manganese proteinate, thiamine mononitrate, ferrous sulfate, niacin, copper proteinate, Vitamin A supplement, calcium pantothenate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (Vitamin K), sodium selenite. C-2562

#### Ingredients (Canned):

Water, meat by-products, turkey, soy protein isolate, rice, oat hulls, L-Lysine monohydrochloride, calcium gluconate, artificial and natural flavors, fish oil, inulin, guar gum, tricalcium phosphate, potassium chloride, magnesium proteinate, sodium bisulfate, taurine, Vitamin E supplement, carrageenan, choline chloride, salt, zinc sulfate, ferrous sulfate, L-Carnitine, thiamine mononitrate (Vitamin B-1), manganese sulfate, copper sulfate, niacin (Vitamin B-3), calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, potassium iodide, biotin (Vitamin B-7), folic acid (Vitamin B-9), Vitamin D-3 supplement. C253220

Protein, %

Carbohydrate, %

Fat, %



AVERAGE NUTRIENT CONTENT						
		DRY			CANNED	)
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	12.07 g	51.30%	55.46%	11.75 g	12.02%	49.08%
Fat	3.99 g	16.96%	18.33%	4.94 g	5.05%	20.62%
Carbohydrate	3.91 g	16.60%	17.95%	4.8 g	4.91%	20.07%
Crude Fiber	0.29 g	1.25%	1.35%	0.59 g	0.60%	2.47%
Total Dietary Fiber	1.63 g	6.94%	7.50%	2.57 g	2.63%	10.74%
Soluble Fiber	0.13 g	0.56%	0.61%	0.26 g	0.27%	1.10%
Insoluble Fiber	1.50 g	6.38%	6.90%	2.31 g	2.36%	9.64%
Calcium	0.27 g	1.14%	1.23%	0.26 g	0.27%	1.10%
Phosphorus	0.26 g	1.11%	1.20%	0.25 g	0.25%	1.04%
Potassium	0.22 g	0.92%	0.99%	0.24 g	0.25%	1.01%
Sodium	0.11 g	0.48%	0.52%	0.15 g	0.15%	0.61%
Chloride	0.12 g	0.52%	0.56%	0.41 g	0.42%	1.72%
Magnesium	0.02 g	0.11%	0.11%	0.02 g	0.02%	0.09%
Copper	0.58 mg	24.75 mg/kg	26.76 mg/kg	0.55 mg	5.62 mg/kg	22.95 mg/kg
Zinc	7.55 mg	321 mg/kg	347 mg/kg	6.02 mg	62 mg/kg	251 mg/kg
Taurine	0.07 g	0.31%	0.34%	0.12 g	0.12%	0.51%
Vitamin A	728 IU	30,950 IU/kg	33,459 IU/kg	3,917 IU	40,073 IU/kg	163,630 IU/kg
Vitamin E	6.80 IU	289 IU/kg	312 IU/kg	17.11 IU	175 IU/kg	715 IU/kg
Total Omega-6 Fatty Acids	0.41 g	1.75%	1.89%	0.88 g	0.90%	3.66%
Total Omega-3 Fatty Acids	0.07 g	0.31%	0.34%	0.15 g	0.15%	0.61%
EPA+DHA	0.04 g	0.15%	0.16%	0.12 g	0.12%	0.50%

DIGESTION TEST RESULTS†			
DIGESTIBILITY:	DRY	CANNED	
Total, %	87.9	80.6	
Protein, %	91.4	85.2	
Fat, %	95.0	89.9	
Carbohydrate, %	83.8	78.8	
Calorie, %	90.7	85.0	
PERCENTAGE OF METABOLIZABLE ENERGY FROM:			

47.0

37.8

15.2

41.0

42.0

17.0

†Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
EN Gastroenteric®	Cases, 24 x 156 g cans	
	Bags of 2.72 kg	18 cups
	Bags of 4.54 kg	31 cups

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.

**INGREDIENTS** 





Diets with these nutritional modifications have been recommended for cats with the following conditions:

- · Vomiting and diarrhea
- Gastritis and enteritis
- Pancreatitis
- Inflammatory bowel disease
- Hepatic lipidosis

#### **Medical Contraindications:**

- Renal failure
- Hepatic encephalopathy



**AVAILABLE SIZE**Cases of 24 x 156 g cans

#### Feeding and Administration:

Pro Plan Veterinary Diets EN Gastroenteric With Chicken In Gravy is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for growth of kittens and maintenance of adult cats. Pro Plan Veterinary Diets EN Savory Selects Gastroenteric With Salmon In Gravy is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for growth of kittens and maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>				
BODY	WEIGHT	CHICKEN	SALMON		
lbs	kg	Approximate Number of 156 g Cans/Day <sup>3</sup>	Approximate Number of 156 g Cans/Day <sup>3</sup>		
5	2.3	7/8	7/8		
8	3.6	13/8	13/8		
12	5.4	2	2		
16	7.2	2 3/4	2 3/4		
20	9.1	3 3/8	3 1/2		
25 <sup>4</sup>	11.4	4 1/4	4 3/8		
		CALORIE CONTENT (CALCULATED) <sup>2</sup>			
		956 kcal/kg	949 kcal/kg		
		0.956 kcal/g	0.949 kcal/g		
		149 kcal/156 g can	147 kcal/156 g can		

See Kitten Feeding Guide Section on page 92 for growth feeding recommendations

#### Gastrointestinal Health:



High total digestibility to promote nutrient absorption

 High protein for the unique requirements of cats with GI conditions

#### General Health:

- St/Ox Defense: This diet promotes a urinary environment unfavorable to the development of both struvite and calcium oxalate crystals
- Added B-complex vitamins
- Moderate fat provides energy
- Contains omega-3 fatty acids from fish oil
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Chicken):

Water, meat by-products, wheat gluten, chicken, ocean fish, corn starch-modified, powdered cellulose, fish oil, inulin, tricalcium phosphate, glycine, potassium chloride, sodium bisulfate, natural flavor, taurine, salt, choline chloride, Vitamin E supplement, magnesium proteinate, zinc sulfate, ferrous sulfate, thiamine mononitrate (Vitamin B-1), niacin (Vitamin B-3), manganese sulfate, copper sulfate, calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), potassium iodide, folic acid (Vitamin B-9), Vitamin D-3 supplement. A254320

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#### Ingredients (Salmon):

Water, meat by-products, wheat gluten, chicken, salmon, corn starch-modified, powdered cellulose, potassium chloride, fish oil, inulin, tricalcium phosphate, glycine, sodium bisulfate, salt, natural flavor, taurine, choline chloride, Vitamin E supplement, magnesium proteinate, zinc sulfate, ferrous sulfate, thiamine mononitrate (Vitamin B-1), niacin (Vitamin B-3), manganese sulfate, copper sulfate, calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), potassium iodide, folic acid (Vitamin B-9), Vitamin D-3 supplement. B254421



AVERAGE NUTRIENT CONTENT						
		CHICKEN			SALMON	1
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	14.39 g	13.76%	57.90%	14.37 g	13.64%	57.19%
Fat	4.50 g	4.30%	18.11%	4.51 g	4.28%	17.93%
Carbohydrate	3.26 g	3.12%	13.11%	3.31 g	3.14%	13.16%
Crude Fiber	0.71 g	0.68%	2.88%	0.73 g	0.69%	2.89%
Total Dietary Fiber	3.09 g	2.95%	12.41%	1.68 g	1.59%	6.67%
Soluble Fiber	0.14 g	0.13%	0.55%	0.03 g	0.03%	0.13%
Insoluble Fiber	2.95 g	2.82%	11.87%	1.64 g	1.56%	6.54%
Calcium	0.34 g	0.33%	1.38%	0.33 g	0.31%	1.31%
Phosphorus	0.26 g	0.25%	1.06%	0.25 g	0.24%	1.01%
Potassium	0.26 g	0.24%	1.03%	0.35 g	0.34%	1.41%
Sodium	0.12 g	0.12%	0.49%	0.14 g	0.13%	0.56%
Chloride	0.28 g	0.27%	1.13%	0.41 g	0.39%	1.63%
Magnesium	0.02 g	0.02%	0.08%	0.02 g	0.02%	0.08%
Copper	0.59 mg	5.60 mg/kg	23.57 mg/kg	0.84 mg	7.99 mg/kg	33.50 mg/kg
Zinc	7.27 mg	70 mg/kg	293 mg/kg	11.04 mg	105 mg/kg	439 mg/kg
Taurine	0.15 g	0.15%	0.61%	0.15 g	0.14%	0.59%
Vitamin A	2,075 IU	19,838 IU/kg	83,479 IU/kg	2,028 IU	19,241 IU/kg	80,675 IU/kg
Vitamin E	16.63 IU	159 IU/kg	669 IU/kg	16.86 IU	160 IU/kg	671 IU/kg
Total Omega-6 Fatty Acids	0.83 g	0.80%	3.36%	0.84 g	0.80%	3.36%
Total Omega-3 Fatty Acids	0.25 g	0.24%	0.99%	0.21 g	0.20%	0.85%
EPA+DHA	0.21 g	0.20%	0.85%	0.18 g	0.17%	0.70%

DIGESTION TEST RESULTS†			
DIGESTIBILITY:	CHICKEN	SALMON	
Total, %	88.2	88.8	
Protein, %	95.9	95.6	
Fat, %	96.0	96.1	
Carbohydrate, %	68.6	80.3	
Calorie, %	92.2	92.3	

PERCENTAGE OF METABOLIZABLE ENERGY FROM:			
Protein, %	50.2	50.1	
Fat, %	38.3	38.2	
Carbohydrate, % 11.5 11.7			

<sup>†</sup> Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available
EN Gastroenteric Savory Selects™ with Chicken in Gravy	Cases,
EN Gastroenteric Savory Selects™ with Salmon in Gravy	24 x 156 g cans

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.





WITH ADDED VITAMINS, MINERALS & NUTRIENTS

FELINE FORMULA

#### **Medical Indications:**

Diets with these nutritional modifications have been recommended for cats with the following conditions:

- Vomiting and diarrhea
- Gastritis and enteritis
- Pancreatitis
- Inflammatory bowel disease
- Hepatic lipidosis

#### **Medical Contraindications:**

- Renal failure
- Hepatic encephalopathy



#### Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Purina Pro Plan Veterinary Diets EN Gastroenteric Naturals Feline Formulas provide complete and balanced nutrition for growth of kittens and maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>				
BODY	WEIGHT	DRY	CANNED		
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	Approximate Number of 156 g Cans/Day <sup>3</sup>		
5	2.3	1/4	7/8		
8	3.6	1/3	11/4		
12	5.4	1/2	17/8		
16	7.2	3/4	2 1/4		
20	9.1	1	3 1/4		
25 <sup>4</sup>	11.4	1 1/4	4		
		CALORIE CONTENT (FED) <sup>2</sup>			
		4253 kcal/kg	1083 kcal/kg		
		4.253 kcal/g	1.083 kcal/g		
		582 kcal/250 ml cup	169 kcal/156 g can		

See Kitten Feeding Guide Section on page 92 for growth feeding recommendations

**CANINE** FORMULAS

#### Gastrointestinal Health:



High total digestibility to promote nutrient absorption



stabilize intestinal microflora, reducing the risk of stressrelated diarrhea. and primes local and systemic immune systems

Colostrum helps



Energy-dense for feeding reduced meal volume

 High protein for the unique requirements of cats with GI conditions

#### Natural Nutrition:



- Natural ingredients with added vitamins, minerals, and nutrients
- Formulated without corn, wheat, or artificial colors and flavors

#### General Health:

- St/Ox Defense: This diet promotes a urinary environment unfavorable to the development of both struvite and calcium oxalate crystals
- Moderate fat provides energy
- Added B-complex vitamins
- · Contains omega-3 fatty acids from fish oil
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Chicken meal, soy protein isolate, brewers rice, dried egg product, animal fat preserved with mixed-tocopherols, potato protein, brewers dried yeast, pea protein, natural flavor, cassava root flour, sodium caseinate, dried whey, potassium chloride, calcium carbonate, fish oil, phosphoric acid, sodium bisulfate, powdered cellulose, dried pumpkin, taurine, zinc proteinate, choline chloride, salt, dried colostrum, DL-Methionine, Vitamin E supplement, manganese proteinate, ferrous sulfate, thiamine mononitrate (Vitamin B-1), niacin (Vitamin B-3), copper proteinate, Vitamin A supplement, calcium pantothenate (Vitamin B-5), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, calcium iodate, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K), sodium selenite. B-2563

#### Ingredients (Canned):

Meat by-products, ocean whitefish, water, chicken, long grain rice, sweet potatoes, oat hulls, inulin, guar gum, fish oil, sodium bisulfate, potassium chloride, taurine, Vitamin E supplement, magnesium proteinate, carrageenan, calcium sulfate, salt, L-Carnitine, thiamine mononitrate (Vitamin B-1), zinc sulfate, ferrous sulfate, niacin (Vitamin B-3), manganese sulfate, copper sulfate, calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), potassium iodide, folic acid (Vitamin B-9), Vitamin D-3 supplement. C253321

AVERAGE NUTRIENT CONTENT						
	DRY			CANNED		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	11.05 g	47.00%	51.23%	11.90 g	12.06%	49.28%
Fat	4.02 g	17.10%	18.64%	5.05 g	5.12%	20.93%
Carbohydrate	4.51 g	19.18%	20.91%	4.40 g	4.46%	18.22%
Crude Fiber	0.23 g	0.98%	1.07%	0.59 g	0.60%	2.45%
Total Dietary Fiber	1.25 g	5.33%	5.81%	2.06 g	2.09%	8.54%
Soluble Fiber	0.17 g	0.71%	0.77%	0.38 g	0.39%	1.59%
Insoluble Fiber	1.09 g	4.62%	5.04%	1.68 g	1.70%	6.95%
Calcium	0.31 g	1.33%	1.45%	0.30 g	0.30%	1.23%
Phosphorus	0.29 g	1.22%	1.33%	0.28 g	0.29%	1.17%
Potassium	0.20 g	0.85%	0.93%	0.22 g	0.22%	0.92%
Sodium	0.16 g	0.67%	0.73%	0.17 g	0.17%	0.70%
Chloride	0.18 g	0.75%	0.82%	0.12 g	0.12%	0.51%
Magnesium	0.02 g	0.08%	0.09%	0.02 g	0.02%	0.09%
Copper	0.50 mg	21.16 mg/kg	23.06 mg/kg	0.37 mg	3.72 mg/kg	15.20 mg/kg
Zinc	7.47 mg	318 mg/kg	346 mg/kg	3.74 mg	37.93 mg/kg	155 mg/kg
Taurine	0.07 g	0.30%	0.32%	0.10 g	0.10%	0.42%
Vitamin A	623 IU	26,500 IU/kg	28,883 IU/kg	4,093 IU	41,508 IU/kg	169,575 IU/kg
Vitamin E	6.72 IU	286 IU/kg	312 IU/kg	17.65 IU	179 IU/kg	731 IU/kg
Total Omega-6 Fatty Acids	0.40 g	1.70%	1.85%	1.46 g	1.49%	6.07%
Total Omega-3 Fatty Acids	0.06 g	0.26%	0.28%	0.17 g	0.18%	0.72%
	İ			İ		

DIGESTION TEST RESULTS†					
DIGESTIBILITY:	DRY	CANNED			
Total, %	88.2	81.3			
Protein, %	92.0	87.5			
Fat, %	92.5	89.2			
Carbohydrate, %	90.7	78.3			
Calorie, %	91.0	85.5			
PERCENTAGE OF METABOLIZABLE ENERGY FROM:					
Protein, %	43.6	41.6			
Fat, %	38.6	43.0			

† Based on digestion testing conducted at the Purina PetCare Technology Centers

17.8

15.4

Carbohydrate, %

PACKAGING	Sizes available	Cups per size
EN Gastroenteric Naturals®	Cases, 24 x 156 g cans	
Naturals	Bags of 2.72 kg	19 cups
	Bags of 4.54 kg	33 cups

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.





0.16 g

0.16%

0.65%

**RESOURCES** 

EPA+DHA

0.03 g

0.14%

0.15%



Diets with these nutritional modifications have been recommended for cats with the following conditions:

#### **GASTROINTESTINAL**

- Elimination diet trial
- Food allergic gastroenteritis
- Food intolerance
- Inflammatory bowel disease
- Pancreatitis

#### **DERMATOLOGIC**

- Elimination diet trial
- Food allergic dermatitis

#### **Medical Contraindications:**

None



### Feeding and Administration:

Purina Pro Plan Veterinary Diets HA Hydrolzyed Feline Formula is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

FEEDING GUIDE <sup>1</sup>				
BODY V	VEIGHT	DRY		
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>		
5	2.3	3/8		
8	3.6	3/4		
12	5.4	1		
16	7.2	13/8		
20	9.1	13/4		
25 <sup>4</sup>	11.4	21/4		
	CALORIE CONT	FENT (CALCULATED) <sup>2</sup>		
		3428 kcal/kg		
		3.428 kcal/g		
		291 kcal/250 ml cup		

**CANINE** FORMULAS



#### HA HYDROLYZED®

# Gastrointestinal Health and Food Sensitivities:



Contains hydrolyzed protein sources and has a formula average molecular weight of 12,269 daltons to reduce the risk of allergic reaction



Single low-allergen carbohydrate source (rice starch) to help minimize the risk of an allergic reaction



Highly digestible formula to promote optimal nutrient absorption

 Contains omega-6 fatty acids, vitamin A and zinc to maintain and protect the skin barrier

#### General Health:

- St/Ox Defense: This diet promotes a urinary environment unfavorable to the development of both struvite and calcium oxalate crystals
- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### **Ingredients:**

Rice starch, hydrolyzed soy protein isolate, partially hydrogenated canola oil preserved with TBHQ, hydrolyzed chicken liver, calcium sulfate, powdered cellulose, hydrolyzed chicken, corn oil, tricalcium phosphate, fish oil, L-Lysine monohydrochloride, sodium bisulfate, potassium chloride, choline chloride, phosphoric acid, DL-Methionine, salt, guar gum, taurine, Vitamin E supplement, magnesium oxide, zinc sulfate, ferrous sulfate, niacin (Vitamin B-3), manganese sulfate, Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), copper sulfate, riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, calcium iodate, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K), sodium selenite. C256420



AVERAGE NUTRIENT CONTENT				
		DRY		
	PER 100 KCAL ME	AS FED	DRY MATTER	
Protein	10.28 g	35.25%	38.79%	
Fat	3.40 g	11.65%	12.82%	
Carbohydrate	10.02 g	34.35%	37.81%	
Crude Fiber	0.55 g	1.89%	2.07%	
Total Dietary Fiber	1.60 g	5.49%	6.04%	
Soluble Fiber	0.49 g	1.69%	1.86%	
Insoluble Fiber	1.11 g	3.80%	4.18%	
Calcium	0.36 g	1.24%	1.37%	
Phosphorus	0.27 g	0.93%	1.02%	
Potassium	0.19 g	0.66%	0.72%	
Sodium	0.25 g	0.87%	0.95%	
Chloride	0.22 g	0.75%	0.83%	
Magnesium	0.02 g	0.08%	0.09%	
Copper	0.46 mg	15.86 mg/kg	17.46 mg/kg	
Zinc	8.65 mg	296 mg/kg	326 mg/kg	
Taurine	0.07 g	0.24%	0.26%	
Vitamin A	402 IU	13,781 IU/kg	15,168 IU/kg	
Vitamin E	16.51 IU	566 IU/kg	623 IU/kg	
Total Omega-6 Fatty Acids	0.79 g	2.71%	2.99%	
Total Omega-3 Fatty Acids	0.22 g	0.75%	0.83%	
EPA+DHA	0.08 g	0.28%	0.30%	

**FELINE** FORMULAS

DIGESTION TEST RESULTS†				
DIGESTIBILITY:	DRY			
Total, %	88.4			
Protein, %	93.5			
Fat, %	90.1			
Carbohydrate, %	95.8			
Calorie, %	91.4			
PERCENTAGE OF METABOLIZABLE				

PERCENTAGE OF METABOLIZABLE ENERGY FROM:				
Protein, %	36.0			
Fat, %	28.9			
Carbohydrate, % 35.1				

<sup>†</sup> Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
HA Hydrolyzed®	Bags of 1.81 kg	21 cups
	Bags of 3.63 kg	42 cups

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.

**INGREDIENTS** 

**GLOSSARY** 





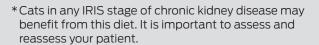


Diets with these nutritional modifications have been recommended for cats with the following conditions:

• Chronic kidney disease - IRIS stages I and II\*

#### **Medical Contraindications:**

• Growth and reproduction





#### Feeding and Administration:

Purina Pro Plan Veterinary Diets NF Kidney Function Early Care Feline Formulas are intended for intermittent or supplemental feeding only.

	FEEDING GUIDE <sup>1</sup>					
BODY	WEIGHT	DRY	CANNED			
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	Approximate Number of 156 g Cans/Day <sup>3</sup>			
5	2.3	1/4	3/4			
8	3.6	3/8	11/8			
12	5.4	2/3	2			
16	7.2	7/8	2 1/2			
20	9.1	11/8	31/8			
25 <sup>4</sup>	11.4	13/8	4			
		CALORIE CONTENT (CALCULATED) <sup>2</sup>				
		4041 kcal/kg	1020 kcal/kg			
		4.041 kcal/g	1.020 kcal/g			
		494 kcal/250 ml cup	159 kcal/156 g can			

#### Renal Health:



Moderate amount of high-quality protein to support the unique nutritional requirements of cats with early-stage chronic kidney disease



Restricted phosphorus to help nutritionally manage cats with chronic kidney disease

- Contains EPA, an omega-3 fatty acid, to help reduce inflammatory mediators
- Controlled sodium
- Added B-complex vitamins and potassium to help compensate for loss secondary to polyuria
- Formulated to be non-acidifying
- Energy-dense for needed calories

#### General Health:

- Highly digestible formula to promote optimal nutrient absorption
- Because calcium oxalate crystals are more prevalent in older cats<sup>5</sup>, this diet promotes a urinary environment unfavorable to the development of calcium oxalate crystals
- Contains antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress

#### Ingredients (Dry):

Corn gluten meal, tuna, barley, whole grain corn, soybean meal, animal fat preserved with mixed-tocopherols, potato protein, animal liver flavor, powdered cellulose, fish oil, calcium carbonate, potassium chloride, natural and artificial flavors, L-Lysine monohydrochloride, potassium citrate, salt, choline chloride, DL-Methionine, Vitamin E supplement, taurine, zinc sulfate, ferrous sulfate, thiamine mononitrate (Vitamin B-1), niacin (Vitamin B-3), manganese sulfate, Vitamin A supplement, calcium pantothenate (Vitamin B-5), copper sulfate, riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, calcium iodate, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K), sodium selenite. A-2568

#### Ingredients (Canned):

Water, meat by-products, liver, rice, powdered cellulose, salmon, chicken fat preserved with ascorbic acid and citric acid, potato protein, calcium gluconate, L-Lysine monohydrochloride, glycine, potassium citrate, natural flavor, inulin, fish oil, guar gum, salt, carrageenan, potassium chloride, Vitamin E supplement, taurine, choline chloride, magnesium proteinate, thiamine mononitrate (Vitamin B-1), zinc sulfate, ferrous sulfate, niacin (Vitamin B-3), manganese sulfate, calcium pantothenate (Vitamin B-5), Vitamin A supplement, copper sulfate, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), folic acid (Vitamin B-9), potassium iodide, Vitamin D-3 supplement. B254021



AV	ERAGE	NUTRIE	NT CO	NTENT		
	DRY CANNED					)
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	8.95 g	36.18%	38.92%	9.45 g	9.64%	37.79%
Fat	3.51 g	14.17%	15.24%	4.38 g	4.47%	17.53%
Carbohydrate	8.37 g	33.84%	36.40%	8.32 g	8.49%	33.28%
Crude Fiber	0.75 g	3.04%	3.27%	1.94 g	1.98%	7.76%
Total Dietary Fiber	2.75 g	11.10%	11.94%	3.46 g	3.53%	13.84%
Soluble Fiber	0.35 g	1.41%	1.52%	0.54 g	0.55%	2.16%
Insoluble Fiber	2.40 g	9.69%	10.42%	2.92 g	2.98%	11.69%
Calcium	0.15 g	0.61%	0.65%	0.18 g	0.18%	0.72%
Phosphorus	0.09 g	0.38%	0.41%	0.10 g	0.10%	0.39%
Potassium	0.35 g	1.40%	1.51%	0.38 g	0.39%	1.54%
Sodium	0.07 g	0.29%	0.31%	0.09 g	0.10%	0.38%
Chloride	0.29 g	1.19%	1.28%	0.43 g	0.44%	1.72%
Magnesium	0.03 g	0.11%	0.12%	0.01 g	0.01%	0.04%
Copper	0.49 mg	20.00 mg/kg	21.51 mg/kg	0.33 mg	3.39 mg/kg	13.30 mg/kg
Zinc	6.23 mg	252 mg/kg	271 mg/kg	2.62 mg	27 mg/kg	105 mg/kg
Taurine	0.05 g	0.22%	0.24%	0.07 g	0.07%	0.29%
Vitamin A	693 IU	28,013 IU/kg	30,134 IU/kg	2,241 IU	22,858 IU/kg	89,640 IU/kg
Vitamin E	15.64 IU	632 IU/kg	680 IU/kg	17.54 IU	179 IU/kg	702 IU/kg
Total Omega-6 Fatty Acids	0.41 g	1.68%	1.80%	0.82 g	0.84%	3.27%
Total Omega-3 Fatty Acids	0.15 g	0.61%	0.65%	0.15 g	0.15%	0.61%
EPA+DHA	0.12 g	0.48%	0.52%	0.11 g	0.11%	0.45%

DIGESTION TEST RESULTS†					
DIGESTIBILITY:	DRY	CANNED			
Total, %	87.6	83.5			
Protein, %	92.8	86.6			
Fat, %	90.5	93.2			
Carbohydrate, %	89.4	89.6			
Calorie, %	89.4	85.9			
PERCENTAGE OF METABOLIZABLE ENERGY FROM:					
Protein, %	34.7	33.3			
Fat, %	32.9	37.9			

†Based on digestion testing conducted at the Purina PetCare Technology Centers

Carbohydrate, %

PACKAGING	Sizes available	Cups per size
NF Kidney Function	Cases, 24 x 156 g cans	
Early Care®	Bags of 1.43 kg	11 cups
	Bags of 3.63 kg	29 cups

32.4

28.8

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME).
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.
- 5 Forrester SD, Kruger JM, Allen TA. Feline Lower Urinary Tract Diseases. In: Hand MS, Thatcher CD, Remillard RL, Roudebush P, editors. Small Animal Clinical Nutrition. 5th ed. Topeka (KS): Mark Morris Institute; 2010 p.932.



**RESOURCES** 



#### **Medical Indications:**

Diets with these nutritional modifications have been recommended for cats with the following conditions:

- Chronic kidney disease IRIS stages III and IV\*
- Hepatic disease associated with encephalopathy

#### **Medical Contraindications:**

• Growth and reproduction

\*Cats in any IRIS stage of chronic kidney disease may benefit from this diet. It is important to assess and reassess your patient.



#### Feeding and Administration:

Purina Pro Plan Veterinary Diets NF Kidney Function Advanced Care Feline Formulas are intended for intermittent or supplemental feeding only.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>							
BODY	WEIGHT	DRY	CANNED					
lbs	kg	Approximate Number of 250 ml Cups/Day <sup>3</sup>	Approximate Number of 156 g Cans/Day <sup>3</sup>					
5	2.3	1/4	3/4					
8	3.6	3/8	11/4					
12	5.4	5/8	2					
16	7.2	3/4	2 1/2					
20	9.1	1	31/8					
25 <sup>4</sup>	11.4	1 1/4	3 3/4					
		CALORIE CONTENT (CALCULATED) <sup>2</sup>						
		4085 kcal/kg	1055 kcal/kg					
		4.085 kcal/g	1.055 kcal/g					
		536 kcal/250 ml cup	164 kcal/156 g can					

#### Renal Health:



Reduced amount of high-quality protein to minimize the production of filtered nitrogenous waste products



Restricted phosphorus to help nutritionally manage cats with chronic kidney disease

- Contains EPA, an omega-3 fatty acid, to help reduce inflammatory mediators
- Controlled sodium
- Added B-complex vitamins and potassium to help compensate for loss secondary to polyuria
- Formulated to be non-acidifying
- Energy-dense for needed calories

**CANINE** FORMULAS

#### General Health:

- Highly digestible formula to promote optimal nutrient
- Because calcium oxalate crystals are more prevalent in older cats<sup>5</sup>, this diet promotes a urinary environment unfavorable to the development of calcium oxalate crystals
- Contains antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress

#### Ingredients (Dry):

Brewers rice, tuna, whole grain corn, soybean meal, animal fat preserved with mixed-tocopherols, corn gluten meal, potato protein, dried egg product, brewers dried yeast, animal liver flavor, powdered cellulose, fish oil, calcium carbonate, potassium chloride, potassium citrate, L-Lysine monohydrochloride, salt, choline chloride, taurine, Vitamin E supplement, DL-Methionine, zinc sulfate, ferrous sulfate, thiamine mononitrate (Vitamin B-1), manganese sulfate, niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), copper sulfate, riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, calcium iodate, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K), sodium selenite. A-2569



#### Ingredients (Canned):

Water, meat by-products, chicken hearts, rice, powdered cellulose, pork fat (preserved with TBHQ and citric acid), salmon, calcium gluconate, glycine, inulin, natural flavor, potassium chloride, fish oil, guar gum, potassium citrate, magnesium sulfate, salt, Vitamin E supplement, carrageenan, taurine, choline chloride, thiamine mononitrate (Vitamin B-1), zinc sulfate, ferrous sulfate, niacin (Vitamin B-3), calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), copper sulfate, manganese sulfate, pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), folic acid (Vitamin B-9), potassium iodide, Vitamin D-3 supplement, sodium selenite. C253420



AVERAGE NUTRIENT CONTENT								
		DRY			CANNED			
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER		
Protein	6.92 g	28.26%	30.40%	6.67 g	7.06%	27.69%		
Fat	4.14 g	16.93%	18.21%	5.08 g	5.38%	21.11%		
Carbohydrate	9.54 g	38.99%	41.94%	9.34 g	9.89%	38.77%		
Crude Fiber	0.75 g	3.08%	3.31%	2.20 g	2.33%	9.15%		
Total Dietary Fiber	2.57 g	10.50%	11.29%	3.28 g	3.47%	13.61%		
Soluble Fiber	0.26 g	1.08%	1.16%	0.42 g	0.45%	1.76%		
Insoluble Fiber	2.31 g	9.42%	10.13%	2.85 g	3.02%	11.84%		
Calcium	0.15 g	0.63%	0.68%	0.15 g	0.16%	0.64%		
Phosphorus	0.09 g	0.36%	0.39%	0.09 g	0.09%	0.37%		
Potassium	0.35 g	1.45%	1.56%	0.37 g	0.39%	1.52%		
Sodium	0.07 g	0.29%	0.31%	0.08 g	0.09%	0.34%		
Chloride	0.29 g	1.17%	1.26%	0.26 g	0.27%	1.07%		
Magnesium	0.02 g	0.09%	0.10%	0.02 g	0.02%	0.09%		
Copper	0.44 mg	17.78 mg/kg	19.13 mg/kg	0.26 mg	2.74 mg/kg	10.76 mg/kg		
Zinc	6.04 mg	247 mg/kg	266 mg/kg	3.28 mg	35 mg/kg	136 mg/kg		
Taurine	0.05 g	0.22%	0.23%	0.13 g	0.13%	0.52%		
Vitamin A	645 IU	26,336 IU/kg	28,330 IU/kg	1,628 IU	17,243 IU/kg	67,621 IU/kg		
Vitamin E	14.27 IU	583 IU/kg	627 IU/kg	29.66 IU	314 IU/kg	1,232 IU/kg		
Total Omega-6 Fatty Acids	0.37 g	1.53%	1.65%	0.80 g	0.84%	3.31%		
Total Omega-3 Fatty Acids	0.15 g	0.61%	0.66%	0.14 g	0.15%	0.59%		
EPA+DHA	0.12 g	0.50%	0.53%	0.11 g	0.12%	0.45%		

DIGESTION :	TEST RE	SULTS†			
DIGESTIBILITY:	DRY	CANNED			
Total, %	87.0	85.2			
Protein, %	91.4	89.0			
Fat, %	92.3	96.3			
Carbohydrate, %	89.8	91.3			
Calorie, %	89.3	88.1			
PERCENTAGE OF METABOLIZABLE ENERGY FROM:					

PERCENTAGE (	OF METABO GY FROM:	LIZABLE
Protein, %	26.1	23.5
Fat, %	37.9	43.4
Carbohydrate, %	36.0	33.1

† Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
NF Kidney Function	Cases, 24 x 156 g cans	
Advanced Care®	Bags of 1.43 kg	10 cups
	Bags of 3.63 kg	27 cups

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME).
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.
- 5 Forrester SD, Kruger JM, Allen TA. Feline Lower Urinary Tract Diseases. In: Hand MS, Thatcher CD, Remillard RL, Roudebush P, editors. Small Animal Clinical Nutrition. 5th ed. Topeka (KS): Mark Morris Institute; 2010 p.932.

**INGREDIENTS** 

**GLOSSARY** 





#### Medical Indications:

Diets with these nutritional modifications have been recommended for cats with the following conditions:

- Obesity (weight loss and weight maintenance)
- Fiber responsive gastrointestinal conditions
- Constipation
- Diabetes mellitus in overweight cats
- Hyperlipidemia in overweight cats
- Hairballs

#### **Medical Contraindications:**

Conditions associated with catabolic states



#### Feeding and Administration:

Pro Plan Veterinary Diets OM Overweight Management Feline Formula is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats. Pro Plan Veterinary Diets OM Overweight Management Feline Formula With Ocean Whitefish and Chicken In Sauce is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for obesity management. Daily food intake should be adjusted every 4 weeks.

				FEEDING GUI	DE <sup>1</sup>			
	DY GHT		FOR WEIGHT LO	oss		FOR MAINTENA	NCE	
lbs	kg	kcals/day	Dry Approximate Number of 250 ml Cups/Day <sup>3</sup>	Canned Approximate Number of 156 g Cans/Day <sup>3</sup>	kcals/day	Dry Approximate Number of 250 ml Cups/Day <sup>3</sup>	Canned Approximate Number of 156 g Cans/Day <sup>3</sup>	
5	2.3	84	1/4	3/4	129	1/2	11/8	
8	3.6	131	1/2	1 1/4	202	3/4	13/4	
12	5.4	197	3/4	13/4	302	11/8	2 5/8	
16	7.2	262	7/8	2 1/4	403	13/8	3 1/2	
20	9.1	331	11/8	3	510	13/4	4 3/8	
25 <sup>4</sup>	11.4	415	11/2	31/2	638	2 1/4	5 1/2	
		CALORIE CONTENT (CALCULATED) <sup>2</sup>						
		3231 kcal/kg				738 kcal/kg		
		3.231 kcal/g			0.738 kcal/g			
			285 kcal/250 ml (	cup		115 kcal/156 g ca	an	



**CANINE** FORMULAS

#### Healthy Weight Loss:



Low in fat and calories



High protein-to-calorie ratio promotes loss of body fat while helping maintain lean body mass



Natural fiber contributes to satiety

- Added L-carnitine to help cats burn fat more effectively
- Available in dry and canned (loaf and Savory Selects) to help with long-term compliance and weight loss success
- · May be fed for weight loss or weight maintenance

#### General Health:

- St/Ox Defense: This diet promotes a urinary environment unfavorable to the development of both struvite and calcium oxalate crystals
- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Corn gluten meal, wheat gluten, soybean meal, poultry by-product meal, oat hulls, soy protein isolate, brewers rice, animal fat preserved with mixed-tocopherols, fish meal, powdered cellulose, animal liver flavor, phosphoric acid, calcium carbonate, L-Lysine monohydrochloride, potassium chloride, choline chloride, salt, Vitamin E supplement, taurine, zinc sulfate, ferrous sulfate, L-Carnitine, niacin (Vitamin B-3), L-ascorbyl-2-polyphosphate (Vitamin C), thiamine mononitrate (Vitamin B-1), manganese sulfate, Vitamin A supplement, calcium pantothenate (Vitamin B-5), riboflavin supplement (Vitamin B-2), copper sulfate, Vitamin B-12 supplement, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), calcium iodate, menadione sodium bisulfite complex (Vitamin K), sodium selenite. D256622

#### Ingredients (Canned):

Water, meat by-products, liver, ocean whitefish, chicken, rice, powdered cellulose, potato protein, soy protein isolate, artificial and natural flavors, potassium chloride, magnesi chloride, salt, Vitamin E supp thiamine mononitrate (Vitan sulfate, L-Carnitine, niacin (V sulfate, copper sulfate, calciu B-5), Vitamin A supplement, complex (Vitamin K), pyridox B-6), riboflavin supplement ( supplement, biotin (Vitamin (Vitamin B-9), Vitamin D-3 su

, calcium sulfate, guar gum, ium proteinate, choline plement, carrageenan, taurine, min B-1), zinc sulfate, ferrous Vitamin B-3), manganese um pantothenate (Vitamin menadione sodium bisulfite xine hydrochloride (Vitamin (Vitamin B-2), Vitamin B-12 a B-7), potassium iodide, folic acid upplement. D253522	

AVERAGE NUTRIENT CONTENT						
		DRY			CANNED	)
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	15.91 g	51.40%	55.60%	13.58 g	10.02%	46.60%
Fat	2.82 g	9.13%	9.87%	3.52 g	2.60%	12.09%
Carbohydrate	5.89 g	19.04%	20.59%	6.42 g	4.74%	22.05%
Crude Fiber	1.84 g	5.96%	6.45%	3.54 g	2.61%	12.14%
Total Dietary Fiber	4.64 g	15.00%	16.22%	3.83 g	2.83%	13.16%
Soluble Fiber	0.28 g	0.90%	0.97%	0.00 g	0.00%	0.00%
Insoluble Fiber	4.36 g	14.10%	15.25%	3.83 g	2.83%	13.16%
Calcium	0.39 g	1.27%	1.38%	0.30 g	0.22%	1.03%
Phosphorus	0.39 g	1.27%	1.38%	0.24 g	0.18%	0.82%
Potassium	0.23 g	0.75%	0.81%	0.25 g	0.18%	0.84%
Sodium	0.15 g	0.47%	0.51%	0.10 g	0.08%	0.36%
Chloride	0.28 g	0.90%	0.97%	0.28 g	0.21%	0.97%
Magnesium	0.03 g	0.09%	0.10%	0.02 g	0.02%	0.08%
Copper	0.49 mg	15.83 mg/kg	17.12 mg/kg	0.66 mg	4.89 mg/kg	22.72 mg/kg
Zinc	7.63 mg	246 mg/kg	267 mg/kg	6.65 mg	49 mg/kg	228 mg/kg
Taurine	0.05 g	0.17%	0.18%	0.09 g	0.07%	0.32%
Vitamin A	335 IU	10,838 IU/kg	11,723 IU/kg	4,387 IU	32,374 IU/kg	150,574 IU/kg
Vitamin E	19.80 IU	640 IU/kg	692 IU/kg	20.23 IU	149 IU/kg	695 IU/kg
Total Omega-6 Fatty Acids	0.54 g	1.75%	1.89%	0.79 g	0.58%	2.72%
Total Omega-3 Fatty Acids	0.05 g	0.17%	0.18%	0.06 g	0.04%	0.21%
EPA+DHA	0.02 g	0.07%	0.08%	0.03 g	0.03%	0.12%

DIGESTION	TEST RE	SULTS
DIGESTIBILITY:	DRY	CANNED
Total, %	80.1	78.1
Protein, %	91.1	89.9
Fat, %	87.7	85.4
Carbohydrate, %	66.8	82.7
Calorie, %	83.0	81.5
PERCENTAGE ( ENER	OF METABO GY FROM:	LIZABLE
Protein, %	55.5	47.5
Fat, %	23.9	29.9
Carbohydrate, %	20.6	22.6
† Based on diaestion te	stina conducte	d at the

Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
OM Overweight	Cases, 24 x 156 g cans	
Management®	Bags of 2.72 kg	30 cups
	Bags of 7.26 kg	82 cups
Hospital Professional Pack	Bags of 7.26 kg	82 cups

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.



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FELINE FORMULA

#### Medical Indications:

Diets with these nutritional modifications have been recommended for cats with the following conditions:

- Obesity (weight loss and weight maintenance)
- Fiber responsive gastrointestinal conditions
- Constipation
- Diabetes mellitus in overweight cats
- Hyperlipidemia in overweight cats
- Hairballs

#### **Medical Contraindications:**

• Conditions associated with catabolic states



**AVAILABLE SIZE**Cases of 24 x 156 g cans

#### Feeding and Administration:

Pro Plan Veterinary Diets OM Savory Selects Overweight Management Feline Formula With Chicken In Sauce is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats. Pro Plan Veterinary Diets OM Savory Selects Overweight Management Feline Formula With Turkey In Sauce is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for obesity management. Daily food intake should be adjusted every 4 weeks.

	FEEDING GUIDE <sup>1</sup>								
	DY GHT		FOR WEIGHT LO	oss	FOR MAINTENANCE				
lbs	kg	kcals/day	With Chicken Approximate Number of 156 g Cans/Day³	With Turkey Approximate Number of 156 g Cans/Day³	kcals/day	With Turkey Approximate Number of 156 g Cans/Day <sup>3</sup>			
5	2.3	84	3/4	3/4	129	11/8	11/8		
8	3.6	131	1 1/8	1 1/4	202	13/4	13/4		
12	5.4	197	13/4	13/4	302	2 5/8	2 5/8		
16	7.2	262	2 3/8	2 1/4	403	3 5/8	3 1/2		
20	9.1	331	27/8	2 3/4	510	4 1/2	4 3/8		
25 <sup>4</sup>	11.4	415	3 5/8	3 1/2	638	5 2/3	5 1/2		
		CALORIE CONTENT (CALCULATED) <sup>2</sup> WITH CHICKEN CALOR				CONTENT (CALCULAT	ED) <sup>2</sup> WITH TURKEY		
		729 kcal/kg				748 kcal/kg			
			0.729 kcal/g		0.748 kcal/g				
			113 kcal/156 g ca	ın		116 kcal/156 g ca	ın		

#### Healthy Weight Loss:



Low in fat and calories



High protein-to-calorie ratio promotes loss of body fat while helping maintain lean body mass



Natural fiber contributes to satiety

- Added L-carnitine to help cats burn fat more effectively
- Available in dry and canned (loaf and Savory Selects) to help with long-term compliance and weight loss success
- May be fed for weight loss or weight maintenance

#### General Health:

- St/Ox Defense: This diet promotes a urinary environment unfavorable to the development of both struvite and calcium oxalate crystals
- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (with chicken):

Water, chicken, meat by-products, wheat gluten, corn starch-modified, powdered cellulose, artificial and natural flavors, L-Lysine monohydrochloride, potassium chloride, tricalcium phosphate, salt, magnesium proteinate, sodium bisulfate, choline chloride, taurine, Vitamin E supplement, zinc sulfate, ferrous sulfate, thiamine mononitrate (Vitamin B-1), L-Carnitine, niacin (Vitamin B-3), manganese sulfate, copper sulfate, calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), potassium iodide, folic acid (Vitamin B-9), Vitamin D-3 supplement. B254122



#### Ingredients (with turkey):

Water, turkey, wheat gluten, meat by-products, liver, powdered cellulose, corn starch-modified, chicken, ocean whitefish, artificial and natural flavors, L-Lysine monohydrochloride, tricalcium phosphate, potassium chloride, choline chloride, salt, taurine, magnesium sulfate, Vitamin E supplement, zinc sulfate, ferrous sulfate, thiamine mononitrate (Vitamin B-1), L-Carnitine, niacin (Vitamin B-3), manganese sulfate, copper sulfate, calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), folic acid (Vitamin B-9), potassium iodide, Vitamin D-3 supplement. D253622



AVERAGE NUTRIENT CONTENT								
	W	итн сніск	EN	W	ITH TURK	(EY		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER		
Protein	14.24 g	10.38%	51.91%	14.30 g	10.70%	53.48%		
Fat	3.87 g	2.82%	14.10%	3.61 g	2.70%	13.51%		
Carbohydrate	4.97 g	3.62%	18.10%	4.82 g	3.61%	18.03%		
Crude Fiber	2.25 g	1.64%	8.18%	2.17 g	1.63%	8.13%		
Total Dietary Fiber	3.50 g	2.55%	12.75%	5.72 g	4.28%	21.40%		
Soluble Fiber	0.15 g	0.11%	0.55%	0.39 g	0.29%	1.45%		
Insoluble Fiber	3.35 g	2.44%	12.20%	5.33 g	3.99%	19.95%		
Calcium	0.29 g	0.21%	1.07%	0.35 g	0.26%	1.30%		
Phosphorus	0.26 g	0.19%	0.95%	0.28 g	0.21%	1.05%		
Potassium	0.22 g	0.16%	0.81%	0.23 g	0.17%	0.87%		
Sodium	0.12 g	0.09%	0.43%	0.09 g	0.06%	0.32%		
Chloride	0.42 g	0.31%	1.53%	0.35 g	0.26%	1.29%		
Magnesium	0.02 g	0.02%	0.09%	0.02 g	0.01%	0.07%		
Copper	0.51 mg	3.71 mg/kg	18.55 mg/kg	0.53 mg	3.98 mg/kg	19.89 mg/kg		
Zinc	6.69 mg	49 mg/kg	244 mg/kg	6.95 mg	52 mg/kg	260 mg/kg		
Taurine	0.11 g	0.08%	0.42%	0.12 g	0.09%	0.45%		
Vitamin A	1,588 IU	11,577 IU/kg	57,885 IU/kg	1,814 IU	13,568 IU/kg	67,838 IU/kg		
Vitamin E	15.33 IU	112 IU/kg	559 IU/kg	11.75 IU	88 IU/kg	439 IU/kg		
Total Omega-6 Fatty Acids	0.83 g	0.61%	3.04%	0.84 g	0.63%	3.15%		
Total Omega-3 Fatty Acids	0.03 g	0.02%	0.12%	0.05 g	0.04%	0.19%		
EPA+DHA	0.00 g	0.00%	0.00%	0.02 g	0.01%	0.06%		

DIGESTION TEST RESULTS†						
DIGESTIBILITY:	CHICKEN	TURKEY				
Total, %	79.9	80.0				
Protein, %	81.4	92.5				
Fat, %	95.3	93.6				
Carbohydrate, %	69.8	75.9				
Calorie, %	84.8	83.6				
PERCENTAGE OF METABOLIZABLE ENERGY FROM:						

PERCENTAGE OF METABOLIZABLE ENERGY FROM:							
Protein, %	49.7	51.3					
Fat, %	32.8	31.5					
Carbohydrate, %	Carbohydrate, % 17.5 17.3						

† Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available
OM Savory Selects Overweight Management® With Chicken	Cases,
OM Savory Selects Overweight Management® With Turkey	24 x 156 g cans

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 00.45 kg of body weight, feed an additional 24 kilocalories.





FELINE FORMULA

#### **Medical Indications:**

Diets with these nutritional modifications have been recommended for cats with the following conditions:

- Obesity (weight loss and weight maintenance)
- Fiber responsive gastrointestinal conditions
- Constipation
- Diabetes mellitus in overweight cats
- Hyperlipidemia in overweight cats
- Hairballs



• Conditions associated with catabolic states





AVAILABLE SIZE Cases of 24 x 156 g cans

#### Feeding and Administration:

Pro Plan Veterinary Diets OM Savory Selects Overweight Management Feline Formula With Salmon In Sauce is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for obesity management. Daily food intake should be adjusted every 4 weeks.

FEEDING GUIDE <sup>1</sup>						
BODY V	VEIGHT	FC	R WEIGHT LOSS	FO	R MAINTENANCE	
lbs	kg	kcals/day	Canned Approximate Number of 156 g Cans/Day³	kcals/day	Canned Approximate Number of 156 g Cans/Day³	
5	2.3	84	3/4	129	11/8	
8	3.6	131	11/8	202	1 3/4	
12	5.4	197	13/4	302	2 5/8	
16	7.2	262	2 1/4	403	3 1/2	
20	9.1	331	2 7/8	510	4 1/2	
254	11.4	415	3 5/8	638	5 5/8	
CALORIE CONTENT (CALCULATED) <sup>2</sup>						
		735 kcal/kg				
		0.735 kcal/g				

114 kcal/156 g can

#### Healthy Weight Loss:



Low in fat and calories



High protein-to-calorie ratio promotes loss of body fat while helping maintain lean body mass



Protein

Natural fiber contributes to satiety

- Added L-carnitine to help cats burn fat more effectively
- Available in dry and canned (loaf and Savory Selects) to help with long-term compliance and weight loss success
- · May be fed for weight loss or weight maintenance

#### General Health:

- St/Ox Defense: This diet promotes a urinary environment unfavorable to the development of both struvite and calcium oxalate crystals
- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (with salmon):

Water, chicken, meat by-products, wheat gluten, corn starch-modified, powdered cellulose, artificial and natural flavors, salmon, L-Lysine monohydrochloride, potassium chloride, tricalcium phosphate, magnesium proteinate, salt, choline chloride, taurine, Vitamin E supplement, zinc sulfate, ferrous sulfate, thiamine mononitrate (Vitamin B-1), L-Carnitine, niacin (Vitamin B-3), manganese sulfate, copper sulfate, calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), potassium iodide, folic acid (Vitamin B-9), Vitamin D-3 supplement. B254222

	DIGESTION '	TES	T RESULTS
	DIGESTIBILITY:		SALMON
DRY MATTER	Total, %		79.6
51.70%	Protein, %		93.0
	Fat, %		94.8
14.51%	Carbohydrate, %		65.3
18.18%	Calorie, %		84.1
8.08%	PERCENTAGE (	OF ME	TABOLIZABLE
13.45%	ENER		
0.45%	Protein, %		49.1
13.00%	Fat, %		33.5
1.24%	Carbohydrate, %		17.4
1.01%	† Based on digestion tes	sting co	onducted at the
0.83%	Purina PetCare Techr	ology	Centers
0.30%			
1.52%	PACKAGING		Sizes available
0.09%	OM Savory Selects		Casas
3.52 mg/kg	Overweight Manager With Salmon	nent®	Cases, 24 x 156 g cans
	with Salmon		

**AVERAGE NUTRIENT CONTENT** 

**PER 100** 

KCAL ME

14.07 g

WITH SALMON

**AS FED** 

10.34%

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.



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#### Medical Indications:

Diets with these nutritional modifications have been recommended for cats with the following conditions:

- Dissolution of struvite uroliths
- Reducing the risk of calcium oxalate and struvite uroliths
- Struvite associated LUTS
- Idiopathic cystitis

#### **Medical Contraindications:**

- Renal failure
- Cardiovascular disease
- Concurrent use of urine acidifiers



#### Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Pro Plan Veterinary Diets UR Urinary St/Ox Feline Formula provides complete and balanced nutrition for maintenance of adult cats. Pro Plan Veterinary Diets UR Urinary St/Ox Feline Formula is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>						
	DY GHT		FOR WEIGHT LOSS		FOR MAINTENANCE		
lbs	kg	kcals/day	Dry Approximate Number of 250 ml Cups/Day <sup>3</sup>	kcals/day	Dry Canned Approximate Number Approximate Numbe of 250 ml Cups/Day³ Cans/Day³		
5	2.3	84	1/4	129	1/2	3/4	
8	3.6	131	1/2	202	3/4	1 1/8	
12	5.4	197	3/4	302	1	1 1/2	
16	7.2	262	7/8	403	13/8	23/8	
20	9.1	331	11/8	510	13/4	3	
25 <sup>4</sup>	11.4	415	13/8	638	21/4	3 3/4	
	CALORIE CONTENT (CALCULATED) <sup>2</sup>						
	3149 kcal/kg				1115 kcal/kg		
	3.149 kcal/g 1.115 kcal/g					1.115 kcal/g	
	287 kcal/250 ml cup					173 kcal/156 g can	

**CANINE** FORMULAS

#### **Urinary Management:**



Promotes a urinary environment unfavorable to the development of both struvite uroliths (undersaturated, RSS<1) and calcium oxalate uroliths (metastable RSS<12)



Helps dissolve struvite uroliths



Helps reduce the risk of both struvite and calcium oxalate urolith recurrence

- Average urine pH range of 6.0-6.4
- Promotes increased urine volume to dilute the urine (dry)
- UR St/Ox canned diets contain > 75% moisture to contribute to total water intake

#### General Health:

- Moderate fat content (dry)
- High protein content to help maintain ideal body condition and lean body mass
- Available in dry and canned (loaf and Savory Selects) to help with long-term compliance
- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Dry):

Corn gluten meal, poultry by-product meal, rice, tuna, oat fiber, soybean hulls, canola meal, soy protein isolate, beef fat preserved with mixed-tocopherols, natural flavor, powdered cellulose, salt, calcium carbonate, potassium chloride, sodium bisulfate, phosphoric acid, choline chloride, L-Lysine monohydrochloride, Vitamin E supplement, DL-Methionine, taurine, fish oil, L-Carnitine, L-ascorbyl-2-polyphosphate (Vitamin C), niacin (Vitamin B-3), Vitamin A supplement, zinc sulfate, calcium pantothenate (Vitamin B-5), ferrous sulfate, thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, manganese sulfate, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), copper sulfate, menadione sodium bisulfite complex (Vitamin K), biotin (Vitamin B-7), Vitamin D-3 supplement, calcium iodate, sodium selenite. D256722

#### Ingredients (Canned):

Meat by-products, liver, chicken, poultry by-products, water, rice, calcium gluconate, oat hulls, guar gum, sodium bisulfate, potassium chloride, salt, Vitamin E supplement, tricalcium phosphate, taurine, carrageenan, zinc sulfate, ferrous sulfate, thiamine mononitrate (Vitamin B-1), niacin (Vitamin B-3), manganese sulfate, copper sulfate, calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), folic acid (Vitamin B-9), potassium iodide, Vitamin D-3 supplement.



AVERAGE NUTRIENT CONTENT						
	DRY			CANNED		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	13.14 g	41.39%	44.87%	10.01 g	11.16%	47.49%
Fat	2.89 g	9.10%	9.86%	6.38 g	7.11%	30.26%
Carbohydrate	8.42 g	26.50%	28.73%	3.07 g	3.42%	14.57%
Crude Fiber	1.98 g	6.24%	6.76%	0.33 g	0.37%	1.58%
Total Dietary Fiber	5.08 g	16.00%	17.34%	2.25 g	2.54%	10.81%
Soluble Fiber	0.40 g	1.25%	1.36%	0.31 g	0.52%	2.21%
Insoluble Fiber	4.70 g	14.80%	16.04%	1.93 g	2.02%	8.60%
Calcium	0.32 g	1.02%	1.11%	0.21 g	0.23%	0.98%
Phosphorus	0.29 g	0.90%	0.98%	0.18 g	0.21%	0.88%
Potassium	0.27 g	0.84%	0.91%	0.23 g	0.26%	1.10%
Sodium	0.40 g	1.25%	1.36%	0.14 g	0.15%	0.65%
Chloride	0.58 g	1.82%	1.97%	0.18 g	0.20%	0.85%
Magnesium	0.03 g	0.10%	0.11%	0.01 g	0.02%	0.06%
Copper	0.35 mg	11.08 mg/kg	12.01 mg/kg	0.52 mg	5.77 mg/kg	24.56 mg/kg
Zinc	3.05 mg	96 mg/kg	104 mg/kg	5.10 mg	57 mg/kg	242 mg/kg
Taurine	0.07 g	0.23%	0.25%	0.07 g	0.08%	0.34%
Vitamin A	3,334 IU	104,974 IU/kg	113,793 IU/kg	3,703 IU	41,287 IU/kg	175,690 IU/kg
Vitamin E	22.17 IU	698 IU/kg	757 IU/kg	13.61 IU	152 IU/kg	646 IU/kg
Total Omega-6 Fatty Acids	0.50 g	1.57%	1.70%	1.18 g	1.32%	5.61%
Total Omega-3 Fatty Acids	0.03 g	0.11%	0.12%	0.04 g	0.04%	0.17%
EPA+DHA	0.01 g	0.04%	0.04%	0.00 g	0.00%	0.00%

**FELINE** FORMULAS

DIGESTION TEST RESULTS <sup>†</sup>						
DIGESTIBILITY:	DRY	CANNED				
Total, %	82.3	87.9				
Protein, %	92.2	89.5				
Fat, %	93.2	92.3				
Carbohydrate, %	80.0	85.2				
Calorie, %	85.3	89.7				
PERCENTAGE ( ENER	OF METABO GY FROM:	LIZABLE				
Protein, %	46.0	35.0				
Fat, %	24.5	54.2				

† Based on digestion testing conducted at the Purina PetCare Technology Centers

29.5

10.8

Carbohydrate, %

PACKAGING	Sizes available	Cups per size
UR Urinary®	Cases, 24 x 156 g cans	
St/Ox®	Bags of 2.72 kg	29 cups
	Bags of 7.26 kg	79 cups

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.

**INGREDIENTS** 

**GLOSSARY** 





#### Medical Indications:

Diets with these nutritional modifications have been recommended for cats with the following conditions:

- Dissolution of struvite uroliths
- Reducing the risk of calcium oxalate and struvite uroliths
- Struvite associated LUTS
- Idiopathic cystitis

#### Medical Contraindications:

- Renal failure
- Cardiovascular disease
- Concurrent use of urine acidifiers



**AVAILABLE SIZE** Cases of 24 x 156 g cans

#### Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Pro Plan Veterinary Diets UR Savory Selects Urinary St/Ox Salmon Recipe In Sauce provides complete and balanced nutrition for maintenance of adult cats. Purina Pro Plan Veterinary Diets UR Savory Selects Urinary St/Ox Turkey & Giblets Recipe In Sauce Feline Formula is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>							
BODY	Y WEIGHT	TURKEY & GIBLETS RECIPE	SALMON RECIPE					
lbs	kg	Approximate Number of 156 g Cans/Day <sup>3</sup>	Approximate Number of 156 g Cans/Day <sup>3</sup>					
5	2.3	1	1					
8	3.6	11/2	11/2					
12	5.4	21/4	2 1/2					
16	7.2	3	3					
20	9.1	3 3/4	3 3/4					
25 <sup>4</sup>	11.4	4 3/4	4 3/4					
		CALORIE CONTENT (CALCULATED) <sup>2</sup>						
		870 kcal/kg	861 kcal/kg					
		0.870 kcal/g	0.861 kcal/g					
		135 kcal/156 g can	134 kcal/156 g can					

**CANINE FORMULAS** 



#### **Urinary Management:**



Promotes a urinary environment unfavorable to the development of both struvite uroliths (undersaturated, RSS<1) and calcium oxalate uroliths (metastable RSS<12)



Helps dissolve struvite uroliths



Helps reduce the risk of both struvite and calcium oxalate urolith recurrence

- Average urine pH range of 6.0-6.4
- UR St/Ox canned diets contain > 75% moisture to contribute to total water intake

#### General Health:

- Moderate fat content
- High protein content to help maintain ideal body condition and lean body mass
- Available in dry and canned (loaf and Savory Selects) to help with long-term compliance
- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

#### Ingredients (Salmon Recipe):

Salmon broth, salmon, liver, wheat gluten, chicken, corn starch-modified, artificial and natural flavors, soy flour, sodium bisulfate, potassium chloride, tricalcium phosphate, salt, fish oil, choline chloride, taurine, Vitamin E supplement, thiamine mononitrate, zinc sulfate, ferrous sulfate, niacin, calcium pantothenate, Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), manganese sulfate, pyridoxine hydrochloride, copper sulfate, riboflavin supplement, Vitamin B-12 supplement, biotin, folic acid, Vitamin D-3 supplement, potassium iodide. C253821



#### Ingredients (Turkey & Giblets Recipe):

Water, turkey, liver, wheat gluten, poultry giblets, fish, corn starch-modified, soy flour, glycine, natural flavor, sodium bisulfate, potassium chloride, salt, fish oil, caramel color, tricalcium phosphate, choline chloride, taurine, Vitamin E supplement, thiamine mononitrate (Vitamin B-1), zinc sulfate, ferrous sulfate, niacin (Vitamin B-3), calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), manganese sulfate, copper sulfate, pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), folic acid (Vitamin B-9), Vitamin D-3 supplement, potassium iodide. C253920

Protein, %



AVERAGE NUTRIENT CONTENT						
	TURKE	/ & GIBLET	S RECIPE	SALMON RECIPE		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	15.07 g	13.11%	62.41%	15.45 g	13.30%	61.86%
Fat	3.41 g	2.97%	14.13%	3.79 g	3.26%	15.16%
Carbohydrate	3.84 g	3.34%	15.90%	4.01 g	3.45%	16.05%
Crude Fiber	0.13 g	0.12%	0.55%	0.13 g	0.11%	0.51%
Total Dietary Fiber	1.28 g	1.11%	5.29%	2.25 g	0.58%	2.70%
Soluble Fiber	0.00 g	0.00%	0.00%	0.31 g	0.00%	0.00%
Insoluble Fiber	1.28 g	1.11%	5.29%	1.93 g	0.58%	2.67%
Calcium	0.25 g	0.22%	1.03%	0.26 g	0.23%	1.05%
Phosphorus	0.21 g	0.19%	0.89%	0.25 g	0.21%	0.99%
Potassium	0.21 g	0.19%	0.89%	0.21 g	0.18%	0.82%
Sodium	0.14 g	0.13%	0.60%	0.13 g	0.11%	0.52%
Chloride	0.22 g	0.19%	0.90%	0.19 g	0.16%	0.76%
Magnesium	0.02 g	0.02%	0.08%	0.02 g	0.02%	0.07%
Copper	0.54 mg	4.72 mg/kg	22.45 mg/kg	0.45 mg	3.89 mg/kg	18.10 mg/kg
Zinc	5.62 mg	49 mg/kg	233 mg/kg	5.16 mg	44 mg/kg	207 mg/kg
Taurine	0.06 g	0.05%	0.26%	0.07 g	0.06%	0.27%
Vitamin A	3,030 IU	26,362 IU/kg	125,534 IU/kg	2,600 IU	22,382 IU/kg	104,104 IU/kg
Vitamin E	10.43 IU	91 IU/kg	432 IU/kg	11.01 IU	95 IU/kg	441 IU/kg
Total Omega-6 Fatty Acids	0.98 g	0.85%	4.05%	0.70 g	0.60%	2.80%
Total Omega-3 Fatty Acids	0.09 g	0.08%	0.39%	0.16 g	0.14%	0.66%
EPA+DHA	0.05 g	0.04%	0.20%	0.13 g	0.11%	0.50%

DIGESTION TEST RESULTS†					
DIGESTIBILITY:	TURKEY & GIBLETS RECIPE	SALMON RECIPE			
Total, %	84.4	90.2			
Protein, %	92.6	94.6			
Fat, %	93.2	91.6			
Carbohydrate, %	73.6	87.6			
Calorie, %	84.9	92.1			
PERCENTAGE OF METABOLIZABLE ENERGY FROM:					

Fat, % 30.5 32.1

Carbohydrate, % 14.1 14.0

† Based on digestion testing conducted at the Purina PetCare Technology Centers

55.4

53.9

PACKAGING	Sizes available
UR Savory Selects® Urinary® St/Ox® Turkey & Giblets Recipe	Cases,
UR Savory Selects® Urinary® St/Ox® Salmon Recipe	24x 156 g cans

- 1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME)
- 3 This daily amount should be divided into several small meals throughout the day.
- 4 For each additional 0.45 kg of body weight, feed an additional 24 kilocalories.

**INGREDIENTS** 

**GLOSSARY** 





essential care

#### KITTEN FORMULA

#### Immune Health:

Contains antioxidants (Vitamins A and E) and colostrum (natural milk proteins) to help support a developing immune system (dry formula).



#### Feeding and Administration:

**DRY:** Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets Essential Care Kitten Formula provides complete and balanced nutrition for growth of kittens, females in stages of gestation and lactation, and maintenance of adult cats.

**CANNED:** Animal feeding tests using AAFCO procedures substantiate that Purina Veterinary Diets Essential Care Kitten Formula provides complete and balanced nutrition for growth of kittens.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

FEEDING GUIDE <sup>1</sup>						
AGE OF KITTEN	WEIGHT		WEIGHT		DRY	CANNED
Weeks	lbs kg		Approximate Number of 250 ml (8 oz) Cups/Day	Approximate Number of 85 g (3 oz) Cans/Day		
3-6	2/3 - 11/3	0.3 - 0.6	1/4 - 1/3	1-11/2		
7 - 23	11/2 - 5	0.7 - 2.3	1/3 - 3/4	12/3 - 23/4		
24 - 52	51/3-14	2.4 - 6.4	1/3 - 3/4	2 3/4 - 3		
Over 1 year			3/4	3		
			CALORIE CONTENT (ME) (CALCULATE	ED) <sup>2</sup>		
			3949 kcal/kg	1190 kcal/kg		
			3.949 kcal/g	1.190 kcal/g		
			462 kcal/250 ml (8 oz) cup	101 kcal/85 g (3 oz) can		

#### Dry Formula Diet Characteristics:

This blend is specifically formulated with ADVANCED NUTRITION that support the unique nutritional needs of kittens and pregnant and nursing cats.

- #1 ingredient is turkey. High protein nutrition helps in the development of strong muscles.
- Immune Health: Contains antioxidants (Vitamins A and E) and colostrum (natural milk proteins) to help support a developing immune system
- Brain and Vision: DHA, an omega-3 fatty acid, also found in mother's milk, helps support brain and vision development
- Eyes and Heart: Taurine helps support eye and heart health
- **Highly Digestible:** Highly digestible formula promotes optimal nutrient absorption
- Radiant Skin and Coat: Omega-6 fatty acids, including linoleic acid, help promote a healthy skin and coat
- Strong Bones and Teeth: Calcium and phosphorus help support healthy bones and teeth
- **Dental Health:** Crunchy kibble helps clean teeth, freshen breath and promote healthy gums
- Supports Healthy Growth and Development

#### Ingredients (Dry Formula):

Turkey, rice, corn gluten meal, chicken by-product meal, beef fat preserved with mixed-tocopherols, poultry by-product meal, soy protein isolate, wheat flour, dried egg product, fish meal, soybean meal, natural flavour, gelatin, potassium chloride, salt, L-Lysine monohydrochloride, fish oil, phosphoric acid, choline chloride, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), menadione sodium bisulphite complex (Vitamin K)], MINERALS [zinc sulphate, ferrous sulphate, manganese sulphate, copper sulphate, calcium iodate, sodium selenite], magnesium sulphate, dried colostrum, taurine, L-ascorbyl-2-polyphosphate (Vitamin C). C862919

#### Ingredients (Canned Formula):

Chicken, liver, fish, meat by-products, water, artificial and natural flavours, rice, MINERALS [potassium chloride, magnesium proteinate, zinc sulphate, ferrous sulphate, manganese sulphate, copper sulphate, potassium iodide], guar gum, VITAMINS [Vitamin E supplement, thiamine mononitrate (Vitamin B-1), niacin (Vitamin B-3), calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium busulphite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), folic acid (Vitamin B-9), Vitamin D-3 supplement], taurine, choline chloride, salt. F850320



AVERAGE NUTRIENT CONTENT						
		DRY			CANNED	
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	10.6 g	42.00%	45.60%	10.97 g	13.05%	52.20%
Fat	5.08 g	20.10%	21.80%	6.96 g	8.28%	33.12%
Carbohydrate	5.29 g	20.90%	22.70%	0.69 g	0.82%	3.28%
Fibre	0.19 g	0.80%	0.80%	0.10 g	0.12%	0.48%
Total Dietary Fibre	0.74 g	2.95%	3.20%	n/a	n/a	n/a
Soluble Fibre	0.11 g	0.43%	0.47%	n/a	n/a	n/a
Insoluble Fibre	0.56 g	2.23%	2.42%	n/a	n/a	n/a
Calcium	0.36 g	1.42%	1.54%	0.45 g	0.54%	2.16%
Phosphorus	0.32 g	1.27%	1.38%	0.36 g	0.43%	1.72%
Potassium	0.17 g	0.70%	0.76%	0.24 g	0.28%	1.12%
Sodium	0.16 g	0.64%	0.69%	0.10 g	0.12%	0.48%
Chloride	0.24 g	0.94%	1.02%	0.22 g	0.26%	1.04%
Magnesium	0.02 g	0.10%	0.11%	0.03 g	0.03%	0.12%
Copper	0.54 mg	21.20 mg/kg	23.0 mg/kg	0.382 mg	4.55 mg/kg	18.20 mg/kg
Zinc	9.09 mg	359 mg/kg	389 mg/kg	5.11 mg	60.83 mg/kg	243 mg/kg
Vitamin A	614 IU	24247 IU/kg	26304 IU/kg	2841 IU	33808 IU/kg	135232 IU/kg
Vitamin E	16.41 IU	648 IU/kg	703 IU/kg	16.1 IU	192 IU/kg	768 IU/kg
Total Omega-6 Fatty Acids	0.60 g	2.38%	2.59%	1.08 g	1.29%	5.16%
Total Omega-3 Fatty Acids	0.07 g	0.27%	0.29%	0.16 g	0.19%	0.76%
EPA	0.02 g	0.08%	0.09%	0.03 g	0.04%	0.16%
DHA	0.019 g	0.08%	0.08%	0.08 g	0.09%	0.36%

DIGESTION TEST RESULTS†						
DIGESTIBILITY:	DRY	CANNED				
Total, %	84.9	81.9				
Protein, %	87.6	87.8				
Fat, %	90.5	84.7				
Carbohydrate, %	90.7	n/a				
PERCENTAGE OF METABOLIZABLE ENERGY FROM:						
Protein, %	37.6	38.4				
Fat, %	43.7	59.1				
Carbohydrate, %	18.7	2.5				

<sup>†</sup> Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
essential <b>care</b> ® <b>Kitten Formula</b>	Cases, 24 x 85 g (3 oz) cans	
	Bags of 3.5 lb (1.6 kg)	13 cups
	Bags of 8 lb (3.6 kg)	30 cups

- 1 Using a standard 250 ml/8 oz measuring cup which contains approximately 117 g of Purina Veterinary Diets® essentialcare® Kitten Formula. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME).

essential care

# ADULT FORMULA FOR CATS

Helps maintain urinary tract health (dry formula)



#### Feeding and Administration:

**DRY:** Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets essential care Adult Formula For Cats provides complete and balanced nutrition for maintenance of adult cats.

**CANNED:** Purina Veterinary Diets essential care Adult Formula For Cats is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>						
WEIGHT AT	MATURITY	DRY	CANNED				
lbs kg		Approximate Number of 250 ml (8 oz) Cups/Day	Approximate Number of 85 g (3 oz) Cans/Day				
5 - 9	5 - 9 2.3 - 4.1 1/4 - 2/3		1.5 - 3				
10 - 14 4.5 - 6.3		2/3 - 1	3 - 4.5				
		CALORIE CONTENT (ME) (FE	D) <sup>2</sup>				
		3920 kcal/kg	830 kcal/kg				
		3.920 kcal/g	0.830 kcal/g				
		459 kcal/250 ml (8 oz) cup	71 kcal/85 g (3 oz) can				

#### Dry Formula Diet Characteristics:

This blend is specifically formulated with key nutrients that support the unique nutritional needs of adult cats.

- · Helps maintain urinary tract health by reducing urinary pH and providing low magnesium.
- Immune Health: Vital antioxidants help support and maintain a healthy immune system
- Eyes and Heart: Taurine helps support eye and heart health
- Dental Health: Crunchy kibble helps clean teeth, freshen breath and reduce plaque build-up
- Highly Digestible: More nutrients are available for absorption
- Radiant Skin and Coat: Omega-6 fatty acids, including linoleic acid, help promote a healthy skin and coat
- Strong Teeth and Bones: Calcium and phosphorus help nourish healthy teeth and bones

#### Ingredients (Dry Formula):

Corn gluten meal, ground yellow corn, chicken, brewers rice, wheat flour, animal fat preserved with mixed-tocopherols (form of Vitamin E), dried egg product, phosphoric acid, calcium carbonate, animal digest, potassium chloride, sodium caseinate, L-Lysine monohydrochloride, salt, choline chloride, defluorinated phosphate, taurine, Vitamin E supplement, zinc sulphate, ferrous sulphate, manganese sulphate, niacin, citric acid, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, copper sulphate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. O-4158-C

#### Ingredients (Canned Formula):

Water sufficient for processing, chicken, wheat gluten, liver, meat by-products, rice, corn starch-modified, artificial and natural flavors, salt, soy protein concentrate, tricalcium phosphate, MINERALS [potassium chloride, zinc sulfate, ferrous sulfate, copper sulfate, manganese sulfate, potassium iodide], added color, taurine, VITAMINS [Vitamin E supplement, thiamine mononitrate (Vitamin B-1), niacin (Vitamin B-3), calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), folic acid (Vitamin B-9), Vitamin D-3 supplement], choline chloride. G-4657-C



AVERAGE NUTRIENT CONTENT						
		DRY			CANNED	
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	8.16 g	32.00%	35.00%	13.87 g	12.80%	59.80%
Fat	3.53 g	13.80%	15.10%	3.14 g	2.90%	13.50%
Carbohydrate	10.06 g	39.40%	43.10%	3.97 g	3.70%	17.10%
Fibre	0.22 g	0.80%	0.90%	0.11 g	0.10%	0.51%
Total Dietary Fibre	n/a	n/a	n/a	n/a	n/a	n/a
Soluble Fibre	n/a	n/a	n/a	n/a	n/a	n/a
Insoluble Fibre	n/a	n/a	n/a	n/a	n/a	n/a
Calcium	0.23 g	0.91%	1.00%	0.27 g	0.25%	1.17%
Phosphorus	0.21 g	0.84%	0.92%	0.22 g	0.20%	0.95%
Potassium	0.19 g	0.75%	0.82%	0.19 g	0.18%	0.82%
Sodium	0.08 g	0.30%	0.33%	0.28 g	0.26%	1.22%
Chloride	0.25 g	0.97%	1.06%	0.50 g	0.46%	2.14%
Magnesium	0.02 g	0.07%	0.07%	0.01 g	0.01%	0.06%
Copper	0.33 mg	13.1 mg/kg	14.3 mg/kg	0.58 mg	4.8 mg/kg	22.2 mg/kg
Zinc	4.92 mg	193 mg/kg	211 mg/kg	7.29 mg	61 mg/kg	280 mg/kg
Vitamin A	451 IU	17678 IU/kg	19316 mg/kg	2889 IU	23977 IU/kg	111006 IU/kg
Vitamin E	14.1 IU	551 IU/kg	602 IU/kg	7.49 IU	62 IU/kg	288 IU/kg
Total Omega-6 Fatty Acids	0.60 g	2.35%	2.57%	0.81 g	0.67%	3.10%
Total Omega-3 Fatty Acids	0.03 g	0.10%	0.11%	0.04 g	0.03%	0.14%
EPA+DHA	0.00 g	0.01%	0.01%	0.00 g	0.00%	0.00%

DIGESTION TEST RESULTS†						
DRY	CANNED					
86.3	n/a					
88.0	n/a					
89.2	n/a					
90.9	n/a					
PERCENTAGE OF METABOLIZABLE ENERGY FROM:						
30.50	53.6					
31.80	30.6					
37.60	15.8					
	86.3 88.0 89.2 90.9 OF METABO GCY FROM: 30.50 31.80					

<sup>†</sup> Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
essentialcare® Adult Formula	Cases, 24 x 85 g (3 oz) cans	
For Cats	Bags of 3.5 lb (1.6 kg)	13 cups
	Bags of 8 lb (3.6 kg)	30 cups

- 1 Using a standard 250 ml/8 oz measuring cup which contains approximately 117 g of Purina Veterinary Diets® essential**care®** Adult Formula For Cats. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME).



**CANINE FORMULAS** 

essentialcare<sup>®</sup>

## INDOOR FORMULA FOR ADULT CATS

#### **Body Condition:**

High protein level helps maintain lean body mass.



#### Feeding and Administration:

**DRY:** Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets essential care Indoor Formula For Adult Cats provides complete and balanced nutrition for maintenance of adult cats.

**CANNED:** Purina Veterinary Diets essential care Indoor Formula For Adult Cats is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>						
WEIGHT AT MATURITY		DF	CANNED				
		WEIGHT LOSS	WEIGHT MAINTENANCE	WEIGHT MAINTENANCE			
lbs	lbs kg Approximate Number of Approximate Number of 250 ml (8 oz) Cups/Day <sup>3</sup> 250 ml (8 oz) Cups/Day		Approximate Number of 85 g (3 oz) Cans/Day				
5-9	2.3 - 4.1	1/4 - 1/2	1/4 - 1/2 1/3 - 2/3				
10 - 14	10 - 14 4.5 - 6.3 1/2 - 3/4		2/3 - 1	3 - 4			
	CALORIE CONTENT (ME) (FED) <sup>2</sup>						
		3733 k	cal/kg	913 kcal/kg			
		3.733 kcal/g		0.913 kcal/g			
		437 kcal/250	ml (8 oz) cup	78 kcal/85 g (3 oz) can			

#### Dry Formula Diet Characteristics:

This blend is specifically formulated with key nutrients that support the unique nutritional needs of adult cats.

- #1 ingredient is chicken, a quality protein source, which helps in the development of strong muscles.
- Hairballs: Natural fibre blend helps control hairballs
- Immune Health: Vital antioxidants help support and maintain a healthy immune system
- Eyes and Heart: Taurine helps support eye and heart health
- Dental Health: Crunchy kibble helps clean teeth. freshen breath and reduce plaque build-up
- **Highly Digestible:** More nutrients are available for absorption
- Radiant Skin and Coat: Omega-6 fatty acids, including linoleic acid, help promote a healthy skin and coat
- Strong Teeth and Bones: Calcium and phosphorus help nourish healthy teeth and bones

#### Ingredients (Dry Formula):

Chicken, brewers rice, corn gluten meal, poultry by-product meal, soy protein isolate, dried egg product, wheat flour, animal fat preserved with mixedtocopherols (form of Vitamin E), fish meal, powdered cellulose, soybean hulls, animal liver flavour, potassium chloride, phosphoric acid, calcium carbonate, salt, L-Lysine monohydrochloride, choline chloride, Vitamin E supplement, taurine, zinc sulphate, ferrous sulphate, L-ascorbyl-2polyphosphate (source of Vitamin C), manganese sulphate, niacin, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, copper sulphate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. A-4633-C

#### Ingredients (Canned Formula):

Water sufficient for processing, salmon, wheat gluten, liver, meat by-products, corn bran, chicken, corn starch-modified, artificial and natural flavors, rice, soy flour, salt, tricalcium phosphate, MINERALS [potassium chloride, zinc sulfate, ferrous sulfate, copper sulfate, manganese sulfate, potassium iodide], taurine, choline chloride, VITAMINS [thiamine mononitrate (Vitamin B-1), Vitamin E supplement, niacin (Vitamin B-3), calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), folic acid (Vitamin B-9), Vitamin D-3 supplement], added color. E-4669-C



AVERAGE NUTRIENT CONTENT						
		DRY		CANNED		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	11.0 g	41.00%	44.40%	13.45 g	12.30%	51.20%
Fat	4.03 g	15.00%	16.30%	3.21 g	2.90%	12.20%
Carbohydrate	6.77 g	25.30%	27.40%	6.81 g	6.20%	25.90%
Fibre	1.06 g	4.00%	4.30%	0.78 g	0.70%	3.00%
Total Dietary Fibre	2.21 g	8.25%	8.74%	n/a	n/a	n/a
Soluble Fibre	0.13 g	0.50%	0.53%	n/a	n/a	n/a
Insoluble Fibre	2.08 g	7.75%	8.21%	n/a	n/a	n/a
Calcium	0.33 g	1.24%	1.34%	0.30 g	0.28%	1.15%
Phosphorus	0.31 g	1.14%	1.24%	0.26 g	0.23%	0.98%
Potassium	0.20 g	0.75%	0.81%	0.30 g	0.28%	1.16%
Sodium	0.17 g	0.64%	0.69%	0.26 g	0.24%	1.00%
Chloride	0.23 g	0.87%	0.95%	0.44 g	0.40%	1.68%
Magnesium	0.02 g	0.08%	0.09%	0.03 g	0.03%	0.12%
Copper	0.48 mg	17.9 mg/kg	19.4 mg/kg	0.32 mg	2.9 mg/kg	12.3 mg/kg
Zinc	1.79 mg	246 mg/kg	266 mg/kg	3.61 mg	33 mg/kg	137 mg/kg
Vitamin A	434 IU	16197 IU/kg	17544 mg/kg	2104 IU	19207 IU/kg	80031 IU/kg
Vitamin E	14.8 IU	551 IU/kg	597 IU/kg	5.91 IU	54 IU/kg	225 IU/kg
Total Omega-6 Fatty Acids	0.57 g	2.35%	2.55%	0.53 g	0.48%	2.00%
Total Omega-3 Fatty Acids	0.05 g	0.22%	0.24%	0.13 g	0.12%	0.50%
EPA+DHA	0.02 g	0.07%	0.07%	0.09 g	0.09%	0.35%

DIGESTION TEST RESULTS†						
DIGESTIBILITY:	DRY	CANNED				
Total, %	81.7	n/a				
Protein, %	88.1	n/a				
Fat, %	88.6	n/a				
Carbohydrate, %	86.5	n/a				
PERCENTAGE OF METABOLIZABLE ENERGY FROM:						
Protein, %	39.9	48				
Fat, %	35.5	27.8				
Carbohydrate, %	24.6	24.3				

<sup>†</sup>Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
essentialcare® Adult Formula	Cases, 24 x 85 g (3 oz) cans	
For Cats	Bags of 3.5 lb (1.6 kg)	13 cups
	Bags of 8 lb (3.6 kg)	30 cups

1 Using a standard 250 ml/8 oz measuring cup which contains approximately 117 g of Purina Veterinary Diets® essential**care®** Indoor Formula For Adult Cats. Provide fresh water in a clean container daily.

**INGREDIENTS** 

**GLOSSARY** 

2 Kilocalories of metabolizable energy (ME).



essential care

## SENIOR FORMULA FOR CATS

#### **Body Condition:**

High protein level helps maintain lean body mass.



#### Feeding and Administration:

**DRY:** Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets Essential Care Senior Formula For Cats provides complete and balanced nutrition for maintenance of adult cats.

**CANNED:** Animal feeding tests using AAFCO procedures substantiate that Purina Veterinary Diets Essential Care Senior Formula For Cats provides complete and balanced nutrition for maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

	FEEDING GUIDE <sup>1</sup>		
WEIGHT AT	MATURITY	DRY	CANNED
lbs	kg	Approximate Number of 250 ml (8 oz) Cups/Day	Approximate Number of 85 g (3 oz) Cans/Day
5-9	2.3 - 4.1	1/4 - 1/2	11/3 - 21/2
10 - 14	4.5 - 6.3	2/3 - 3/4	2 3/4 - 3 3/4
CALORIE CONTENT (ME) (CALCULATED) <sup>2</sup>		CALORIE CONTENT (ME) (CALCULATED) <sup>2</sup>	CALORIE CONTENT (ME) (FED) <sup>2</sup>
		3635 kcal/kg	1098 kcal/kg
3.635 kcal/g		1.098 kcal/g	
		444 kcal/250 ml (8 oz) cup	93 kcal/85 g (3 oz) can

#### Dry Formula Diet Characteristics:

This blend is specifically formulated with key nutrients that support the unique nutritional needs of senior cats

- #1 ingredient is turkey, a quality protein source, which helps in the development of strong muscles.
- Hairballs: Natural fibre blend helps control hairballs
- Immune Health: Vital antioxidants help support and maintain a healthy immune system
- Digestive Health: Contains inulin, a natural source of fibre, to help maintain a healthy digestive system
- Eyes and Heart: Taurine helps support eye and heart health
- Dental Health: Crunchy kibble helps clean teeth, freshen breath and reduce plaque build-up
- **Highly Digestible:** More nutrients are available for absorption
- Radiant Skin and Coat: Omega-6 fatty acids, including linoleic acid, help promote a healthy skin and coat
- Strong Teeth and Bones: Calcium and phosphorus help nourish healthy teeth and bones

#### Ingredients (Dry Formula):

Turkey, brewers rice, corn gluten meal, chicken meal, soy protein concentrate, soy protein isolate, dried egg product, animal fat preserved with mixed-tocopherols, powdered cellulose, wheat flour, fish meal, soybean meal, animal liver flavour, gelatin, fish oil, inulin, potassium chloride, L-Lysine monohydrochloride, salt, phosphoric acid, choline chloride, calcium carbonate, taurine, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K)], MINERALS [zinc sulphate, ferrous sulphate, manganese sulphate, copper sulphate, calcium iodate, sodium selenite], citric acid, DL-Methionine, L-ascorbyl-2-polyphosphate (Vitamin C). F-4615-C

#### Ingredients (Canned Formula):

Salmon, liver, water sufficient for processing, meat byproducts, fish, chicken, tuna, artificial and natural flavors, potassium chloride, tricalcium phosphate, added color, guar gum, taurine, Vitamin E supplement, salt, citric acid, L-ascorbyl-2-polyphosphate (Vitamin C), choline chloride, thiamine mononitrate, zinc sulfate, ferrous sulfate, niacin, calcium pantothenate, Vitamin A supplement, manganese sulfate, menadione sodium bisulfite complex (Vitamin K), copper sulfate, pyridoxine hydrochloride, riboflavin supplement, Vitamin B-12 supplement, biotin, folic acid, Vitamin D-3 supplement, potassium iodide. C-4678-C



AVERAGE NUTRIENT CONTENT							
		DRY			CANNED		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER	
Protein	10.55 g	43.00%	46.60%	11.79 g	12.60%	53.60%	
Fat	3.66 g	14.90%	16.10%	6.98 g	7.50%	31.70%	
Carbohydrate	5.74 g	23.40%	25.30%	0.64 g	0.70%	2.90%	
Fibre	0.98 g	4.00%	4.30%	0.12 g	0.10%	0.50%	
Total Dietary Fibre	2.34 g	9.55%	10.27%	0.90 g	1.09%	4.64%	
Soluble Fibre	0.17 g	0.68%	0.73%	0.24 g	0.29%	1.23%	
Insoluble Fibre	2.17 g	8.87%	9.54%	0.65 g	0.79%	3.36%	
Calcium	0.31 g	1.28%	1.39%	461 mg	0.49%	2.10%	
Phosphorus	0.29 g	1.18%	1.28%	389 mg	0.42%	1.77%	
Potassium	0.18 g	0.74%	0.81%	295 mg	0.32%	1.34%	
Sodium	0.13 g	0.55%	0.59%	149 mg	0.16%	0.68%	
Chloride	0.19 g	0.77%	0.83%	310 mg	0.33%	1.41%	
Magnesium	0.03 g	0.10%	0.11%	20 mg	0.02%	0.09%	
Copper	0.36 mg	14.6 mg/kg	15.8 mg/kg	0.57 mg	6.1 mg/kg	25.7 mg/kg	
Zinc	5.44 mg	222 mg/kg	240 mg/kg	7.17 mg	77 mg/kg	326 mg/kg	
Vitamin A	404 IU	16465 IU/kg	17828 mg/kg	4254 IU	45435 IU/kg	193340 IU/kg	
Vitamin E	13.5 IU	551 IU/kg	596 IU/kg	34.3 IU	366 IU/kg	1557 IU/kg	
Total Omega-6 Fatty Acids	0.51 g	2.09%	2.26%	0.73 g	0.89%	3.79%	
Total Omega-3 Fatty Acids	0.10 g	0.41%	0.44%	0.24 g	0.29%	1.23%	
EPA+DHA	0.07 g	0.30%	0.32%	0.23 g	0.24%	1.05%	

DIGESTION TEST RESULTS†		
DIGESTIBILITY:	DRY	CANNED
Total, %	82.6	83.4
Protein, %	85.3	90.2
Fat, %	90.4	91.1
Carbohydrate, %	85.1	n/a
PERCENTAGE OF METABOLIZABLE ENERGY FROM:		
Protein, %	41.9	40.1
Fat, %	35.3	57.7
Carbohydrate, %	22.8	2.2

<sup>†</sup> Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
essentialcare® Senior Formula	Cases, 24 x 85 g (3 oz) cans	
For Cats	Bags of 3.5 lb (1.6 kg)	13 cups
	Bags of 8 lb (3.6 kg)	29 cups

- 1 Using a standard 250 ml/8 oz measuring cup which contains approximately 122 g of Purina Veterinary Diets® essentialcare® Senior Formula For Cats. Provide fresh water in a clean container daily.
- 2 Kilocalories of metabolizable energy (ME).







#### **EN GASTROENTERIC® DRY** KITTEN FEEDING INSTRUCTIONS<sup>1</sup>

Kitten Feeding Amounts (Assumes 4 kg/8.8 lbs Adult Weight)

Age (Weeks)	Cups/Day
4-10	1/8 - 1/3
11-18	3/8 - 1/2
19-30	3/8 - 5/8
31-52	1/2 - 5/8

### GASTROENTERIC<sup>®</sup>



#### **EN GASTROENTERIC® CANNED** KITTEN FEEDING INSTRUCTIONS<sup>1</sup>

#### Kitten Feeding Amounts (Assumes 4 kg/8.8 lbs Adult Weight)

Age (Weeks)	Cans/Day
4-7	3/4 to 1-1/8
8-10	1-1/4 to 1-3/8
11-18	1-3/8 to 1-5/8
19-30	1-5/8 to 1-3/4
31-52	1-3/4 to 1-7/8

# WITH ADDED VITAMINS, MINERALS & NUTRIENTS



#### EN GASTROENTERIC NATURALS® DRY KITTEN FEEDING INSTRUCTIONS<sup>1</sup>

#### Kitten Feeding Amounts (Assumes 4 kg/8.8 lbs Adult Weight)

Age (Weeks)	Cups/Day
4-10	1/4 - 3/8
11-18	1/3 - 1/2
19-30	1/2 - 5/8
31-52	1/2 - 5/8

## GASTROENTERIC



#### **EN GASTROENTERIC NATURALS® CANNED** KITTEN FEEDING INSTRUCTIONS<sup>1</sup>

WITH ADDED VITAMINS, MINERALS & NUTRIENTS

#### Kitten Feeding Amounts (Assumes 4 kg/8.8 lbs Adult Weight)

Age (Weeks)	Cans/Day
4-7	3/4 to 7/8
8-10	1 to 1-1/8
11-18	1-1/4 to 1-5/8
19-30	1-2/3 to 1-3/4
31-52	1-3/4 to 1-7/8



LINE FORMULA



#### EN SAVORY SELECTS GASTROENTERIC™ CANNED KITTEN FEEDING INSTRUCTIONS<sup>1</sup>

#### Kitten Feeding Amounts (Assumes 4 kg/8.8 lbs Adult Weight)

	,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
Age (Weeks)	Chicken Cans/Day	Salmon Cans/Day
4-7	7/8 to 1-1/8	7/8 to 1-1/8
8-10	1-1/8 to 1-3/8	1-1/8 to 1-3/8
11-18	1-3/8 to 1-3/4	1-3/8 to 1-3/4
19-30	1-3/4 to 2	1-3/4 to 2
31-52	1-7/8 to 2	1-7/8 to 2

1. Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.





# Supplements & Treats





93



94

## **Calming Care**

POWDERED CANINE CALMING PROBIOTIC SUPPLEMENT

#### Medical Indications:

Calming Care is recommended as a probiotic supplement to help dogs with the following:

- Anxiety
- Fear
- Stress



#### Behavioural Health:

- Proprietary use of probiotic strain BL999 to help dogs maintain calm behaviour
- Improvement shown in dogs displaying anxious behaviours such as excessive vocalization, jumping, pacing, and spinning
- Helps dogs cope with external stressors like separation, unfamiliar visitors, novel sounds, or changes in routine and location
- Helps dogs maintain positive cardiac activity during stressful events, promoting a positive emotional state
- Helps blunt cortisol response to anxious events and supports a healthy immune system

#### General Health:

• Excellent palatability

AVERAGE NUTRIENT CONTENT		
	AMOUNT PER 1-GRAM SACHET	AS FED
Protein	540.00 mg	54.00%
Fat	133.20 mg	13.32%
Carbohydrate	228.00 mg	22.80%
Crude Fiber	0.90 mg	0.09%
Calcium	1.07 mg	0.11%
Phosphorus	10.60 mg	1.06%
Sodium	9.01 mg	0.90%
Chloride	3.35 mg	0.34%
Magnesium	0.79 mg	0.08%
CALORIE CONTENT (CALCULATED)		

3.822 kcal/g
3.8 kcal/sachet

#### Administration:

Administer one packet daily or as directed by your veterinarian.

#### Ingredients (Canine):

Active Ingredients per sachet\* (1 g): Bifidobacterium longum BL999 1x10° CFU Inactive Ingredients: Liver flavor, Maltodextrin

\*Active ingredients are minimum declared levels B-2519

PACKAGING	Sizes available
Calming Care	Cases of 6 boxes, Boxes of 30 - 1 g packets





#### Clinical Considerations:

An effective dental chew for dogs, these treats are long-lasting, delicious and high in protein. Dental Chewz™ have been recognized by the Veterinary Oral Health Council as a product that works effectively to significantly reduce tartar buildup in dogs fed two treats per day, and are backed by extensive testing. These treats are a perfect complement to DH Dental Health® Canine Formulas and a great treat for healthy dogs.

#### Medical Indications:

Dental Chewz are recommended for the following:

- Dogs on DH Dental Health®
- Normal healthy dogs on a maintenance diet
- Dogs that are prone to tartar accumulation

#### Treat Characteristics:

Dental Chewz have been formulated with the following characteristics:

- High protein
- · Cleans teeth and freshens breath







#### Feeding and Administration:

Give your adult dog at least two Pro Plan Veterinary Diets Dental Chewz daily to help reduce tartar buildup and help keep his teeth clean.

AVERAGE NUTRIENT CONTENT			
	PER 100 KCAL	AS FED	DRY MATTER
Protein	20.40 g	82.10%	95.02%
Fat	0.11 g	0.32%	0.37%
Carbohydrate	0.00 g	0.00%	0.00%
Crude Fiber	0.00 g	0.00%	0.00%
Calcium	239 mg	0.69%	0.80%
Phosphorus	10 mg	0.03%	0.04%
Potassium	10 mg	0.01%	0.01%
Sodium	287 mg	0.83%	0.96%
Chloride	350 mg	1.00%	1.16%
Magnesium	35 mg	0.10%	0.12%

#### CALORIE CONTENT (CALCULATED)

3006 kcal/kg

3.006 kcal/g

85 kcal/ounce

#### Ingredients (Dental Chewz):

Beefhide, maltodextrins, animal digest, hydrolyzed corn protein, potassium sorbate (a preservative), xanthan gum, Yellow 5. E251522



# Digestive **Health Bites**

CANINE TREATS

#### **Medical Indications:**

Digestive Health Bites are recommended for the following:

- Dogs that may benefit from added prebiotic fiber
- Healthy dogs on a maintenance diet

#### **Treat Characteristics:**

Digestive Health Bites have been formulated with the following characteristics:

- Contains natural prebiotic fiber to help promote digestive health
- Vitamins C & E to help support the immune system
- Real chicken #1 ingredient
- No artificial colors and flavors





#### Feeding and Administration:

Feed as a treat to your adult dog. This product is a treat and is not intended to be fed as a meal. The caloric intake from treats should not exceed 10% of a dog's total daily caloric requirement. If treats are given, the amount of food should be reduced accordingly.

AVERAGE NUTRIENT CONTENT			
	PER 100 KCAL	AS FED	DRY MATTER
Protein	5.64 g	14.88%	20.20%
Fat	2.18 g	5.74%	7.79%
Carbohydrate	17.59 g	46.36%	62.91%
Crude Fiber	0.85 g	2.24%	3.04%
Calcium	97 mg	0.26%	0.35%
Phosphorus	258 mg	0.68%	0.92%
Potassium	166 mg	0.44%	0.59%
Sodium	139 mg	0.37%	0.50%
Chloride	196 mg	0.52%	0.70%
Magnesium	55 mg	0.15%	0.20%
CALORIE CONTENT (CALCULATED)			
2636 kcal/kg			

### Ingredients (Digestive Health Bites):

Chicken, wheat bran, corn gluten meal, ground yellow corn, water, glycerin, wheat flour, ground rice, sugar, dried pumpkin, Vitamin E supplement, salt, malted barley flour, L-ascorbyl-2-polyphosphate (Vitamin C), phosphoric acid, sorbic acid (a preservative), natural hickory smoke flavor, preserved with mixed-tocopherols, calcium propionate (a preservative). A251419



2.636 kcal/g

8 kcal/piece



CANINE PROBIOTIC SUPPLEMENT

#### Medical Indications:

FortiFlora is recommended as a probiotic supplement to help with the following:

- Diarrhea associated with microflora imbalance
- Acute enteritis
- Diarrhea associated with stress, antibiotic therapy, and diet change
- · Poor fecal quality in puppies
- To promote a strong immune system
- Flatulence
- To enhance palatability

Severely immune compromised dogs

### **Medical Contraindications:**

#### Immune Health:

• Promotes a strong immune system at both the local and systemic levels

**PURINA** 

POWDERED CANINE PROBIOTIC SUPPLEMENT

SUPPLÉMENT PROBIOTIQUE EN POUDRE POUR CHIENS

Veterinary Health Product/Produit de santé animale | NN: Z1A6 30 g (30 x 1 g sachets)

• Promotes increased fecal IgA levels in adult dogs

#### General Health:

- Shown to be safe for use in growing and adult dogs
- · Easy to feed

FortiFlora:

**PROBIOTI** 

recommended by Veterinarians

Enhances palatability

#### Gastrointestinal Health:

- Probiotic supplement for the dietary management of puppies and adult dogs with diarrhea
- Contains a probiotic proven to promote normal intestinal
- · Proprietary microencapsulation process for enhanced stability
- Contains a guaranteed level of viable microorganisms
- Increases levels of the beneficial bacteria Bifidobacteria and Lactobacilli in dogs
- When used in combination with metronidazole, diarrhea in dogs is shown to improve faster than with metronidazole alone
- Helps reduce flatulence in dogs

AVERAGE NUTRIENT CONTENT				
	AMOUNT PER 1-GRAM SACHET	AS FED		
Protein	531.41 mg	53.14%		
Fat	117.79 mg	11.78%		
Crude Fiber	10.05 mg	1.01%		
Calcium	1.00 mg	0.10%		
Phosphorus	11.53 mg	1.15%		
Potassium	10.39 mg	1.04%		
Sodium	7.28 mg	0.73%		
Chloride	3.11 mg	0.31%		
Magnesium	0.99 mg	0.10%		
Selenium	0.002 mg	1.67 mg/kg		
Vitamin E	0.05 IU	54.27 IU/kg		
CALORIE CONTENT (CALCULATED)				

3.664 kcal/g

3.7 kcal/sachet

#### Administration:

Administer one packet daily or as directed by your veterinarian.

#### **Ingredients (Canine):**

Active Ingredients per sachet\* (1 g): Enterococcus faecium SF68 1x108 CFU **Inactive Ingredients:** Liver flavor, yeast

\*Active ingredients are minimum declared levels A-9301

PACKAGING	Sizes available
FortiFlora®	Cases of 6 boxes, Boxes of 30 - 1 g packets

†2020 Veterinary Attitude Study, Impact Vet, Fall 2020







#### SYNBIOTIC ACTION

POWDERED CANINE PREBIOTIC AND PROBIOTIC SUPPLEMENT

#### **Medical Indications:**

- Chronic enteritis
- To increase microbial diversity
- Diarrhea associated with microflora imbalance
- Diarrhea associated with stress and antibiotic therapy
- Poor fecal quality in dogs
- To promote a strong immune system
- To enhance palatability

#### **Medical Contraindications:**

• Severely immune compromised canines



#### Gastrointestinal Microbiome Health:

- Synbiotic action of probiotics and prebiotic fiber for the management of dogs with diarrhea and to support a healthy intestinal microbiome when fed daily
- Contains prebiotic fiber to increase gastrointestinal microbial diversity
- Contains prebiotic fiber (psyllium) to stimulate the growth of specific bacteria, including *Lactobacillus* and *Bifidobacterium* species

#### Immune Health:

- Supports a strong immune system
- Contains the same probiotic strain in FortiFlora®, which promotes increased fecal IgA levels in adult dogs

#### **Gastrointestinal Health:**

- Contains the same probiotic strain in FortiFlora®, proven to promote normal intestinal microflora
- Probiotic supplement for the dietary management of pupples and adult dogs with diarrhea
- Proprietary microencapsulation of probiotic for enhanced stability
- Contains a guaranteed level of live microorganisms
- Contains a probiotic that when used in combination with metronidazole, is shown to improve diarrhea in dogs faster than with metronidazole alone

#### General Health:

- Safe for use in growing and adult dogs
- Easy to feed
- Excellent palatability

AVERAGE NUTRIENT CONTENT				
	AMOUNT PER 2-GRAM SACHET	AS FED		
Protein	575.30 mg	28.77%		
Fat	139.14 mg	6.96%		
Crude Fiber	66.63 mg	3.33%		
Calcium	1.08 mg	0.05%		
Phosphorus	11.18 mg	0.56%		
Potassium	11.41 mg	0.57%		
Sodium	5.37 mg	0.27%		
Chloride	2.58 mg	0.13%		
Magnesium	1.15 mg	0.06%		
Selenium	0.001 mg	0.62 mg/kg		
Vitamin E	0.04 IU	20.92 IU/kg		
CALORIE CONTENT (CALCULATED)				

3.376 kcal/g 3.4 kcal/sachet

#### Administration:

Administer one packet daily or as directed by your veterinarian.

#### Ingredients (Canine):

Active Ingredients per sachet\* (2 g):
Psyllium husk 1.0 g
Enterococcus faecium SF68 1x108 CFU
Inactive Ingredients:
Liver flavor, yeast

\*Active ingredients are minimum declared levels A-9304

PACKAGING	Sizes available	
FortiFlora®PRO	Cases of 6 boxes, Boxes of 30 - 2 g packets	

†2020 Veterinary Attitude Study, Impact Vet, Fall 2020



INGREDIENTS GLOSSARY

## **Calming Care**

POWDERED FELINE CALMING PROBIOTIC SUPPLEMENT

#### **Medical Indications:**

Calming Care is recommended as a probiotic supplement to help cats with the following:

- Anxiety
- Fear
- Stress

#### Behavioural Health:

- Proprietary use of probiotic strain BL999 to help cats maintain calm behaviour
- Improvement shown in cats displaying anxious behaviours such as pacing
- Helps promote positive behaviours such as playing and seeking out social contact
- Helps cats cope with changes in routine and location
- Helps reduce sneezing associated with FHV-1
- Helps blunt cortisol, a marker of stress, and supports a healthy immune system

#### General Health:

Great taste



AVERAGE NUTRIENT CONTENT				
	AMOUNT PER 1-GRAM SACHET	AS FED		
Protein	405.90 mg	40.59%		
Fat	209.46 mg	20.95%		
Carbohydrate	185.51 mg	18.55%		
Crude Fiber	5.91 mg	0.59%		
Calcium	0.92 mg	0.09%		
Phosphorus	8.83 mg	0.88%		
Sodium	8.33 mg	0.83%		
Chloride	2.30 mg	0.23%		
Magnesium	0.60 mg	0.06%		
Vitamin E	100.89 IU	100.89 IU/g		

**CALORIE CONTENT (CALCULATED)** 3.529 kcal/g 3.5 kcal/sachet

#### Administration:

Administer one packet daily or as directed by your veterinarian.

#### Ingredients (Feline):

Active Ingredients per sachet\* (1 g): Bifidobacterium longum BL999 1x10° CFU Vitamin E 100 III

**Inactive Ingredients:** Liver flavor, Maltodextrin

\*Active ingredients are minimum declared levels

B-9300

PACKAGING	Sizes available	
Calming Care	Cases of 6 boxes, Boxes of 30 - 1 g packets	



# Crunc

#### Clinical Considerations:

Every client enjoys giving their pet a treat—even cats on weight loss or maintenance diets. At less than 2 kcals per treat, Purina® Pro Plan Veterinary Diets® Crunchy Bites feline treats can be used as part of a weight loss or maintenance program, or as a calorie-smart treat. They also are effective at reducing tartar buildup in cats.

#### **Medical Indications:**

Crunchy Bites are recommended for the following:

- Cats on a weight loss program
- Healthy cats on a maintenance diet

#### Treat Characteristics:

Crunchy Bites have been formulated with the following characteristics:

- Less than 2 kcals per treat
- Crunchy texture helps clean teeth, freshen breath, and control tartar
- Natural chicken & liver flavors
- VOHC Seal of Acceptance: helps control tartar



#### Feeding and Administration:

Feed as a treat to your adult cat. This product is a treat and is not intended to be fed as a meal. For optimal dental benefit, feed 17 treats daily to adult cats weighing 5 pounds or more. Do not feed to cats that weigh less than 5 pounds. The caloric intake from treats should not exceed 10% of a cat's total daily requirement. If treats are given, the amount of food should be reduced accordingly.

AVERAGE NUTRIENT CONTENT			
	PER 100 KCAL	AS FED	DRY MATTER
Protein	10.26 g	35.30%	38.30%
Fat	3.66 g	12.60%	13.70%
Carbohydrate	9.43 g	32.40%	35.30%
Crude Fiber	1.26 g	9.53%	10.36%
Calcium	514 mg	1.77%	1.92%
Phosphorus	425 mg	1.46%	1.59%
Potassium	110 mg	0.38%	0.41%
Sodium	111 mg	0.38%	0.41%
Chloride	34 mg	0.12%	0.13%
Magnesium	28 mg	0.10%	0.10%
CALORIE CONTENT (CALCULATED)			
3438 kcal/kg			
3.438 kcal/g			

#### **Ingredients (Crunchy Bites):**

Ground yellow corn, chicken meal, corn gluten meal, animal digest, beef fat preserved with mixed-tocopherols, powdered cellulose, fish meal, natural liver flavor, glycerin, calcium carbonate, natural flavor, dried yeast, Vitamin E supplement, tricalcium phosphate. A250119





1.5 kcal/piece

## **FortiFlora**®

POWDERED FELINE PROBIOTIC SUPPLEMENT

#### Medical Indications:

FortiFlora is recommended as a probiotic supplement to help with the following:

- Diarrhea associated with microflora imbalance
- Acute enteritis
- Diarrhea associated with stress, antibiotic therapy, and diet change
- Poor fecal quality in kittens
- To promote a strong immune system
- To enhance palatability

#### **Medical Contraindications:**

• Severely immune compromised cats



#### Gastrointestinal Health:

- Probiotic supplement for the dietary management of kittens and adult cats with acute and chronic diarrhea
- Contains a probiotic proven to promote normal intestinal microflora
- Proprietary microencapsulation process for enhanced stability
- Contains a guaranteed level of viable microorganisms
- Increases level of beneficial bacteria
- Decreases the level of *Clostridium perfringens* in cats

#### Immune Health:

- Promotes a strong immune system
- Pilot study suggests supplementing Enterococcus faecium SF68® may decrease the incidence of conjunctivitis associated with feline herpes virus-1

#### General Health:

- Shown to be safe for use in growing and adult cats
- Easy to feed
- Enhances palatability

AVERAGE NUTRIENT CONTENT				
	AMOUNT PER 1-GRAM SACHET	AS FED		
Protein	531.97 mg	53.20%		
Fat	117.06 mg	11.71%		
Crude Fiber	10.01 mg	1.00%		
Calcium	1.00 mg	0.10%		
Phosphorus	11.47 mg	1.15%		
Potassium	10.34 mg	1.03%		
Sodium	7.23 mg	0.72%		
Chloride	3.09 mg	0.31%		
Magnesium	0.98 mg	0.10%		
Selenium	0.002 mg	1.66 mg/kg		
Vitamin E	0.05 IU	54.27 IU/kg		
Taurine	6.06 mg	0.61%		
CALORIE CONTENT (CALCULATED)				

3.663 kcal/g 3.7 kcal/sachet

#### Administration:

Administer one packet daily or as directed by your veterinarian.

#### Ingredients (Feline):

Active Ingredients per sachet\* (1 g): Enterococcus faecium SF68 1x108 CFU Taurine 5 mg

Inactive Ingredients: Liver flavor, yeast

\*Active ingredients are minimum declared levels A-9302

PACKAGING	Sizes available
FortiFlora®	Cases of 6 boxes, Boxes of 30 - 1 g packets

†2020 Veterinary Attitude Study, Impact Vet, Fall 2020





**CANINE FORMULAS FELINE** FORMULAS

**SUPPLEMENTS** & TREATS

**RESOURCES** 

**INGREDIENTS** 



#### SYNBIOTIC ACTION®

#### **Medical Indications:**

- Chronic enteritis
- Feline constipation
- To increase microbial diversity
- Diarrhea associated with microflora imbalance
- Diarrhea associated with stress and antibiotic therapy
- Poor fecal quality in cats
- To promote a strong immune system
- To enhance palatability

#### **Medical Contraindications:**

• Severely immune compromised felines

## Gastrointestinal Microbiome Health:

- Synbiotic action of prebiotic fiber and probiotics for the management of cats with diarrhea and to support a healthy intestinal microbiome
- Contains prebiotic fiber to increase gastrointestinal microbial diversity
- Contains prebiotic fiber (psyllium) to stimulate the growth of specific bacteria, including *Lactobacillus* and *Bifidobacterium* species

#### Immune Health:

Supports a strong immune system



#### Gastrointestinal Health:

- Probiotic supplement for the dietary management of kittens and adult cats with diarrhea
- Contains a guaranteed level of beneficial microorganisms
- Proprietary microencapsulation of probiotic for enhanced stability

#### General Health:

- Safe for use in growing and adult cats
- Easy to feed
- Excellent palatability

AVERAGE NUTRIENT CONTENT				
	AMOUNT PER 1.5-GRAM SACHET	AS FED		
Protein	566.13 mg	37.74%		
Fat	133.15 mg	8.88%		
Crude Fiber	38.72 mg	2.58%		
Calcium	1.05 mg	0.07%		
Phosphorus	11.21 mg	0.75%		
Potassium	10.48 mg	0.70%		
Sodium	6.50 mg	0.43%		
Chloride	2.89 mg	0.19%		
Magnesium	1.02 mg	0.07%		
Selenium	0.002 mg	1.00 mg/kg		
Vitamin E	0.05 IU	32.43 IU/kg		
Taurine	8.38 mg	0.56%		

3.488 kcal/g
3.5 kcal/sachet

#### Administration:

Administer one packet daily or as directed by your veterinarian.

#### Ingredients (Feline):

Active Ingredients per sachet\* (1.5 g):
Psyllium husk 0.5 g
Enterococcus faecium SF68 1x108 CFU
Taurine 7.5 mg
Inactive Ingredients:

Inactive Ingredients Liver flavor, yeast

\*Active ingredients are minimum declared levels A-9303

PACKAGING	Sizes available	
FortiFlora® PRO	Cases of 6 boxes, Boxes of 30 - 1.5 g packets	

†2020 Veterinary Attitude Study, Impact Vet, Fall 2020



INGREDIENT GLOSSARY



## **Hydra Care**

FELINE HYDRATION SUPPLEMENT

#### **Medical Indications:**

Hydra Care is recommended as a supplement for cats:

• Who would benefit from additional water intake

#### General Health:

- Cats consume on average 50% more liquid each day\*
- Shown to decrease urine specific gravity and osmolality\*
- Added nutritional osmolytes support hydration
- Easy to feed



<sup>\*</sup>Compared to cats consuming only water in addition to dry feeding. Cats must consume at least 2 oz per 5 lb of body weight daily for benefit.

AVERAGE NUTRIENT CONTENT				
	AMOUNT PER 85-GRAM POUCH	AS FED	DRY MATTER	
Protein	2.69 g	3.17%	54.47%	
Fat	0.30 g	0.36%	6.13%	
Carbohydrate	1.88 g	2.21%	37.97%	
Crude Fiber	0.03 g	0.03%	0.51%	
Calcium	5.95 mg	0.01%	0.12%	
Phosphorus	11.05 mg	0.01%	0.22%	
Potassium	30.60 mg	0.04%	0.62%	
Sodium	10.80 mg	0.01%	0.22%	
Chloride	78.63 mg	0.09%	1.59%	
Magnesium	1.28 mg	0.002%	0.03%	
CALORIE CONTENT (CALCULATED)				
212 kcal/kg				
0.212 kcal/g				

#### Feeding and Administration:

Shake well before feeding. Feed one pouch per 5 lbs of body weight per day to adult cats.

#### **Ingredients:**

Water, glycine, whey protein isolate, glycerin, guar gum, liver flavor, natural flavor, potassium chloride. C250222

PACKAGING	Sizes available
Hydra Care™	Cases of 6 boxes, Boxes of 12 pouches

**CANINE FORMULAS** 



18 kcal/85 g pouch

# Urinary **Health Treats**

FELINE TREATS

#### Clinical Considerations:

Clients who own cats with urinary issues are often looking for a variety of ways to help their pets. Purina® Pro Plan Veterinary Diets® Urinary Health Treats feline treats support urinary health. And when fed in conjunction with Purina® Pro Plan Veterinary Diets® UR Urinary® St/Ox®, these treats help reduce the risk of both struvite and calcium oxalate stone recurrence.

#### **Medical Indications:**

Urinary Health Treats is recommended for the following:

- Cats with a history of feline lower urinary tract disease
- Cats eating a urinary diet

#### **Treat Characteristics:**

When fed in conjunction with Purina® Pro Plan Veterinary Diets® UR Urinary® St/Ox®, these treats help reduce the risk of both struvite and calcium oxalate stone recurrence.

- High quality protein
- 1.1 kcal per piece
- Supports urinary health





#### Feeding and Administration:

Feed as a treat to your adult cat in combination with Purina Pro Plan Veterinary Diets UR Urinary St/Ox feline cat food formulas. This product is a treat and is not intended to be fed as a meal. Feed up to 2 treats for each 1 pound of body weight, not to exceed 20 treats per day. The caloric intake from treats should not exceed 10% of a cat's total caloric requirement. If treats are given, the amount of food should be reduced accordingly. Provide adequate fresh water in a clean container daily. For your pet's health see your veterinarian regularly.

AVERAGE NUTRIENT CONTENT				
	PER 100 KCAL	AS FED	DRY MATTER	
Protein	12.53 g	42.48%	46.38%	
Fat	3.39 g	11.50%	12.56%	
Carbohydrate	8.12 g	27.54%	30.07%	
Crude Fiber	0.63 g	2.15%	2.35%	
Calcium	342 mg	1.16%	1.27%	
Phosphorus	327 mg	1.11%	1.21%	
Potassium	295 mg	1.00%	1.09%	
Sodium	366 mg	1.24%	1.35%	
Chloride	693 mg	2.35%	2.57%	
Magnesium	21.8 mg	0.07%	0.08%	
CALORIE CONTENT (CALCULATED)				

## Ingredients (Urinary Health Treats):

Corn gluten meal, chicken, poultry by-product meal, rice, oat hulls, wheat gluten, whole grain corn, beef fat preserved with mixed-tocopherols, salt, liver flavor, phosphoric acid, calcium carbonate, potassium chloride, dried egg product, fish oil, taurine, choline chloride, Vitamin E supplement, niacin (Vitamin B-3), zinc sulfate, thiamine mononitrate, Vitamin A supplement, ferrous sulfate, calcium pantothenate (Vitamin B-5), manganese sulfate, riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, copper sulfate, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K), preserved with mixed-tocopherols, calcium iodate, sodium selenite. A250419

105

3390 kcal/kg

3.390 kcal/g

1.1 kcal/piece



RESOURCES



# Resources



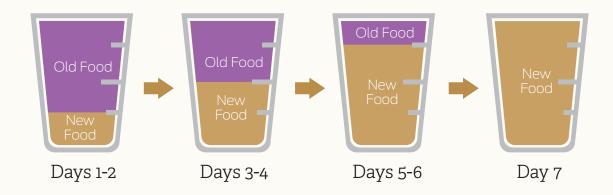
109	Transitioning Made Simple	
110	GI Diets Made By Experts - Canine Formulas	
111	Fecal Scoring Chart	
112	Nutritional Management of GI Health	
113	Evaluating Patients with GI Conditions	
114	Probiotics can be part of a healthy daily routine for your patients	
115	Canine Body Condition System Chart	
116	Feline Body Condition System Chart	
117	DISHAA Assessment Tool	
118	International Renal Interest Society Recommendations	
119	Daily Nutrition Matters	
120	Purina Institute CentreSquare™	
121-122	Canine Products UPC	
123-124	Feline Products UPC	





## Transitioning Made Simple

When pets suddenly switch from one diet to another, it can cause stomach upset and other issues. That's why it is important to slowly introduce your pet to a new diet over the course of 7 days.



Gradually replace the old food with new food, increasing the amount every 1–2 days. Please follow your veterinarian's instructions for total feeding amounts. Contact your veterinarian if you have questions or concerns.

### FortiFlora PRO Synbiotic Action™

Works to support normal intestinal health and balance and can help if your pet experiences gastrointestinal upset during a food transition.

**FELINE** FORMULAS







## GI Diets Made By Experts





Elimination diet trial Food allergic gastroenteritis Food intolerance Inflammatory bowel disease (IBD) Lymphangiectasia Protein-losing enteropathy **Pancreatitis** Exocrine pancreatic insufficiency (EPI) Malabsorption



Vomiting and diarrhea (acute and chronic) Gastritis and enteritis Malabsorption and maldigestion Pancreatitis Exocrine pancreatic insufficiency (EPI)

Inflammatory bowel disease (IBD) Hepatic disease not associated with encephalopathy





Vomiting and diarrhea (acute and chronic) Gastritis and enteritis Malabsorption and maldigestion Pancreatitis

Exocrine pancreatic insufficiency (EPI) Inflammatory bowel disease (IBD) Hepatic disease not associated with encephalopathy





Hyperlipidemia Lymphangiectasia Pancreatitis Protein-losing enteropathy Inflammatory bowel disease (IBD) Exocrine pancreatic insufficiency (EPI) Vomiting and diarrhea





Fiber responsive colitis Large bowel diarrhea Constipation Diabetes mellitus



- Diarrhea associated with microflora imbalance
- Acute enteritis
- Diarrhea associated with stress, antibiotic therapy, and diet change
- · Poor fecal quality in puppies
- Promotes a strong immune system
- Flatulence
- To enhance palatability



- Chronic enteritis
- To increase microbial diversity
- Constipation (Feline only)
- Diarrhea associated with microflora
- · Diarrhea associated with stress and antibiotic therapy
- To promote strong immune system
- To enhance palatability

Purina® Pro Plan Veterinary Diets® offers a comprehensive line of effective options for patients with GI issues, each led by purpose and backed by science. Learn more at www.ProPlanVeterinaryDiets.ca.





### PURINA **PROPLAN** Fecal Scoring Chart VETERINARY DIETS® SCORE SPECIMEN EXAMPLE **CHARACTERISTICS** · Very hard and dry · Often expelled as individual pellets · Requires much effort to expel from body · Leaves no residue on ground when picked up · Firm, but not hard, pliable · Segmented in appearance · Little or no residue on ground when picked up · Log shaped, moist surface · Little or no visible segmentation · Leaves residue on ground, but holds form when picked up · Very moist and soggy · Log shaped · Leaves residue on ground and loses form when picked up · Very moist but has a distinct shape · Present in piles rather than logs · Leaves residue on ground and loses form when picked up · Has texture, but no defined shape · Present as piles or spots $\cdot$ Leaves residue on ground when picked up Waterv · No texture · Present in flat puddles



### Nutritional Management of GI Health





CHARACTERISTICS	SMALL BOWEL CLINICAL SIGNS*	LARGE BOWEL CLINICAL SIGNS*
Defecation frequency	Normal to slightly increased	Markedly increased
Fecal volume	Normal to increased	Markedly decreased
Fecal quality	Very watery to semi-formed (typical score 6, 7)	Semi-formed, gelatinous (typical score 4, 5)
Frequent urges to defecate	Normal to slightly increased	Markedly increased
Tenesmus (Straining)	Absent	Present
Blood in feces	Dark, old blood, tarry	Bright red, fresh-looking
Mucus in feces	Rarely	Frequently
Fatty stool	Sometimes	No

<sup>\*</sup> In some cases both small bowel and large bowel are affected and clinical signs will vary.

### **RECOMMENDED FORMULAS**



FortiFlora PRO

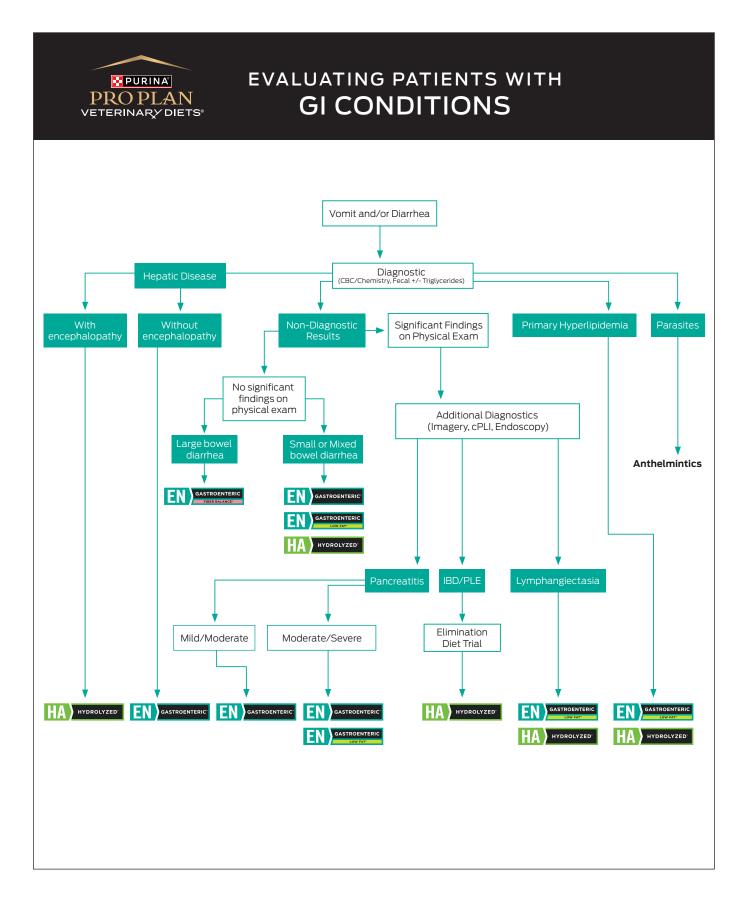
Canine - Large Bowel GASTROENTERIC OVERWEIGHT FortiFlora PRO Feline - Large Bowel FortiFlora PR0 OVERWEIGHT MANAGEMENT\*

For more information, visit www.ProPlanVeterinaryDiets.ca or call us at 1-866-884-VETS (8387). Have a Case consult? We are here to help. Contact our Canadian Veterinary Resource Centre at canadavetconsult@purina.nestle.com.



**CANINE** FORMULAS







**RESOURCES** 



## Probiotics can be part of a healthy daily routine for your patients

The gastrointestinal tract is primarily known as the system responsible for digestion and nutrient absorption. But it also plays a remarkable role in overall health—both for humans and pets.

#### The Gut is Home to:

of the immune cells, protecting the body from harmful (pathogens) or foreign substances (antigens).1



A complex microbial ecosystem with trillions of microorganisms, known as the gut microbiome

### How is the Microbiome Linked to Health?

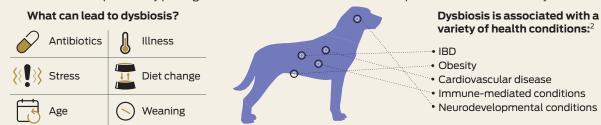
### The microbiome can impact a pet's overall health in many ways:2

Energy balance • Metabolism Immune response Vitamin and mineral synthesis •

- Endocrine signaling
- Gut function
- Neurobehavioral development through the gut-brain axis

### Why is Microbiome Balance So Important?

Because the microbiota in the gut help support overall health, it is important to maintain a balance between beneficial and potentially pathogenic bacteria. An imbalanced or maladapted microbiota is called dysbiosis.



### How Can You Help? Promote Microbiome Balance with Synbiotics



#### **PROBIOTICS**

Live microorganisms that, when consumed in adequate amounts, confer a health benefit on the host.

Probiotics are strain-specific and dose-dependent, meaning that different strains have different effects and they must be given in specific amounts.



#### **PREBIOTICS**

Soluble fibres that are selectively fermented by beneficial bacteria, resulting in increased microbial diversity and the production of short-chain fatty acids that nourish colonocytes.4

Products that contain both prebiotics and probiotics are called synbiotics.

- 1. Vighi G, Marcucci F, Sensi L, et al. Allergy and the gastrointestinal system. Clin Exp Immunol. 2008 Sep;153 Suppl 1(Suppl 1):3-6.
- 2. Barko PC, McMichael MA, Swanson KA, et al. The Gastrointestinal Microbiome: A Review, J Vet Intern Med. 2018. Jan:32(1):9-25
- 2. But no Cynterinaet Prin, Swaissin Re, et al. The Gastrointees internation Expert Consultation of health and nutritional properties of powder milk and live lactic acid bacteria. Córdoba, Argentina: Food and Agriculture Organization of the United Nations and World Health Organization; 2001.
  4. Cave N. Nutritional management of gastrointestinal diseases. In A. J. Fascetti 8 S. J. Delaney (Eds.), Applied Veterinary Clinical Nutrition. Wiley-Blackwell; 2012, 175–219.

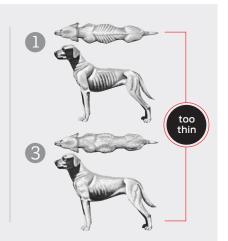
- 5. Satyaraj E, Reynolds A, Pelker R, et al. Supplementation of diets with bovine colostrum influences immune function in dogs. Br J Nutr. 2013;110(12):2215-21.
  6. Gore AM, Satyaraj E, Labuda J, et al. Supplementation of diets with bovine colostrum influences immune and gut function in kittens. Nestlé Purina PetCare Internal Data.
  7. McGowan, R T S (2016). "Oiling the brain" or "Cultivating the gut": Impact of diet on anxious behavior in dogs. Proceedings of the Nestlé Purina Companion Animal Nutrition Summit, March 31-April 2, Florida, 91-97.

## Canine Body Condition System /





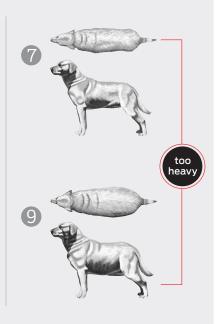
- Ribs, lumbar vertebrae, pelvic bones and all bony prominences evident from a distance. No discernible body fat. Obvious loss of muscle mass.
- Ribs, lumbar vertebrae, pelvic bones easily visible. No palpable fat. Some evidence of other bony prominence. Minimal loss of muscle mass.
- Ribs easily palpated and may be visible with no palpable fat. Tops of lumbar vertebrae visible. Pelvic bones becoming prominent. Obvious waist and abdominal tuck.



- Ribs easily palpable, with minimal fat covering. Waist easily noted, viewed from above. Abdominal tuck evident.
- Ribs palpable, without excess fat covering. Waist observed behind ribs when viewed from above. Abdomen tucked up when viewed from side.



- Ribs palpable with slight excess fat covering. Waist is discernible viewed from above but is not prominent. Abdominal tuck apparent.
- Ribs palpable with difficulty. Heavy fat cover. Noticeable fat deposits over lumbar area and base of tail. Waist absent or barely visible. Abdominal tuck may be present.
- Ribs not palpable under very heavy fat cover, or palpable only with significant pressure. Heavy fat deposits over lumbar area and base of tail. Waist absent. No abdominal tuck. Obvious abdominal distention may be present.
- Massive fat deposits over thorax, spine and base of tail. Waist and abdominal tuck absent. Fat deposits on neck and limbs. Obvious abdominal distention.



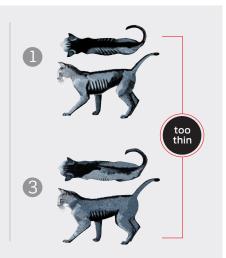
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## Feline Body Condition System





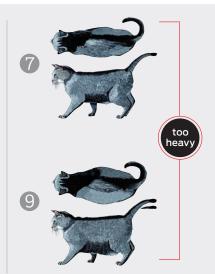
- Ribs visible on short-haired cats. No palpable fat. Severe abdominal tuck. Lumbar vertebrae and wings of ilia easily palpated.
- Ribs easily visible on short-haired cats. Lumbar vertebrae obvious with minimal muscle mass. Pronounced abdominal tuck. No palpable fat.
- Ribs easily palpable with minimal fat covering. Lumbar vertebrae obvious. Obvious waist behind ribs. Minimal abdominal fat.
- Ribs palpable with minimal fat covering. Noticeable waist behind ribs. Slight abdominal tuck. Abdominal fat pad absent.



Well-proportioned. Observe waist behind ribs. Ribs palpable with 5. slight fat covering. Abdominal fat pad minimal.



- Ribs palpable with slight excess fat covering. Waist and abdominal fat pad distinguishable but not obvious. Abdominal tuck absent.
- Ribs not easily palpated with moderate fat covering. Waist poorly discernible. Obvious rounding of abdomen. Moderate abdominal fat pad.
- Ribs not palpable with excess fat covering. Waist absent. Obvious rounding of abdomen with prominent abdominal fat pad. Fat deposits present over lumbar area.
- Ribs not palpable under heavy fat cover. Heavy fat deposits over lumbar area, face and limbs. Distention of abdomen with no waist. Extensive abdominal fat deposits.



The BODY CONDITION SYSTEM was developed at the Nestlé Purina PetCare Center and has been validated as documented in the following publications: D. Mawby, J. W. Bartges, T. Mayers, et al. "Comparison of body fat estimates by dual-energy X-ray absorptiometry and deuterium oxide dilusion in client owned dogs." Compendium 23(9A)(2001): 70; D. P. Laflamme, "Development and Validation of a Body Condition Score System of Dogs," Canine Practice July/August 22 (1997): 10-15 Kealy, et al. "Effects of Diet Restriction on Life Span and Age-Related Changes in Dogs," JAVMA 220 (2002): 1315-1320

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PROPLAN VETERINARY DIETS

### WHAT IS DISHAA?

DISHAA is a tool to help veterinarians and owners assess the mental acuity of a dog, and for veterinarians to potentially diagnose Cognitive Dysfunction Syndrome (CDS).

The prevalence of CDS increases with age<sup>1</sup>:

8–10 years: 3.4% 10–12 years: 5% 12–14 years: 23.3% >14 years: 41%

Cognitive Dysfunction Syndrome may be diagnosed using the DISHAA questionnaire. In order for a dog to be diagnosed with CDS, owners must observe their dog exhibiting signs across several DISHAA categories.



- Gets stuck, difficulty getting around objects, goes to hinge side of door
- Stares blankly at walls, floor, or into space
- Does not recognize familiar people/familiar pets
- Gets lost in home or yard
- Less reactive to visual (sights) or auditory (sounds) stimuli



**SOCIAL INTERACTIONS** 

- More irritable/fearful/aggressive with visitors, family or other animals
- Decreased interest in approaching, greeting or affection/petting



SLEEP/WAKE CYCLES

- Pacing/restless/sleeps less/waking at night
- Vocalization at night



HOUSESOILING, LEARNING AND MEMORY

- Less able to learn new tasks or respond to previously learned commands/name/work
- Indoor soiling of urine or stool/decreased signaling to go out
- $\bullet$  Difficulty getting dog's attention/increased distraction/decreased focus



**ACTIVITY** 

- $\bullet$  Decrease in exploration or play with toys, family members, other pets
- Increased activity including aimless pacing or wandering
- Repetitive behaviors, e.g., circling, chewing, licking, star gazing



**ANXIETY** 

- Increased anxiety when separated from owners
- $\bullet$  More reactive/fearful to visual (sights) or auditory (sounds) stimuli
- $\bullet$  Increased fear of places/locations (e.g., new environments/going outdoors)

'Salvin, H. E., McGreevy, P. D., Sachdev, P. S., & Valenzuela, M. J. (2010). Under diagnosis of canine cognitive dysfunction: a cross-sectional survey of older companion dogs. Veterinary Journal (London, England: 1997), 184(3), 277–81. doi:10.1016/j.tvjl.2009.11.007



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## INTERNATIONAL RENAL INTEREST SOCIETY RECOMMENDATIONS



IRIS was created to help practitioners better diagnose, understand, and treat renal disease in cats and dogs. They have created an internationally recognized set of guidelines for classifying and treating kidney disease. The staging system is not used

to make a diagnosis of chronic kidney disease but is used to facilitate appropriate treatment, monitoring, and further diagnostics.

The IRIS staging system is based primarily on serum creatinine concentrations of well-hydrated dogs and cats. For further staging and recommendations, please visit: http://www.iris-kidney.com/guidelines/index.html

STAGE	pm <sub>0</sub>	EATININE* ol/1 g/dl #µg/dl	COMMENTS
	DOGS	CATS	
1	<125 <1.4 <18	<140 <1.6 <18	Normal blood creatinine or normal or mild increase blood SDMA. Some other renal abnormality present (such as, inadequate urinary concentrating ability without identifiable non-renal cause (in cats not dogs), abnormal renal palpation or renal imaging findings, proteinuria of renal origin, abnormal renal biopsy results, increasing blood creatinine or SDMA concentrations in samples collected serially). Persistently elevated blood SDMA concentration (>14 $\mu g/dl$ ) may be used to diagnose early CKD.
2	125-250 1.4-2.8 18-35	140-250 1.6-2.8 18-25	Normal or mildly increased creatinine, mild renal azotemia (lower end of the range lies within reference ranges for creatinine for many laboratories, but the insensitivity of creatinine concentration as a screening test means that patients with creatinine values close to the upper reference limit often have excretory failure). Mildly increased SDMA. Clinical signs ususally mild or absent.
3	251-440 2.9-5.0 36-54	251-440 2.9-5.0 26-38	Moderate renal azotemia. Many extrarenal signs may be present, but their extent and severity may vary. If signs are absent, the case could be considered as early Stage 3, while presence of many or marked systemic signs might justify classification as late Stage 3.
4	>440 >5.0 >54	>440 >5.0 >38	Increasing risk of systemic clinical signs and uremic crises.

<sup>\*</sup>The blood creatinine concentrations apply to average size dogs – those of extreme size may vary. #The recommendations for SDMA are based on published literative which utilizes proprietary IDEXX technology for measuring SDMA. At this time, it is not known if other assays will provide equivalent results.







## **Daily Nutrition Matters**

### **BOOST YOUR KNOWLEDGE OF NUTRITION**

Daily Nutrition Matters® is an online educational program designed to help you learn more about nutrition for dogs and cats. This mobile-friendly convenient program combines in-depth information with interactive graphics and case studies to make learning fun.

### **EARN FREE C.E. CREDIT**

Daily Nutrition Matters is AAVSB RACE approved for veterinarians and veterinary technicians. Just complete the modules below and you'll earn up to 18 hours of continuing education (CE) credit.\*



### **NUTRITION 101: BASICS**

Discusses nutrients, pet food ingredients and how to address common myths.



## NUTRITION 201: FEEDING DOGS AND CATS

Focuses on choosing the right diet based on life stage, lifestyle and special needs.



## NUTRITION 301: THERAPEUTIC NUTRITION

Discusses the appropriate dietary management of pets with common health conditions.



### **WEIGHT MANAGEMENT**

Provides a step-by-step approach to start a weight management program and help overweight pets achieve better health and improved quality of life.



### **MYTHS AND FACTS**

Dispels misinformation and educates pet owners about their pet's nutrition.



## CANINE NEUROLOGIC AND COGNITIVE HEALTH

Discusses dietary management of dogs with epilepsy as an adjunct to veterinary medicine and cognitive dysfunction syndrome.



## ARE YOU A NUTRITION CHAMPION?

Utilizes gamification and engagement techniques to educate veterinary professionals on companion animal nutrition.

### TO START EARNING CREDITS, VISIT WWW.DAILYNUTRITIONMATTERS.COM

\* This program was reviewed and approved by the AAVSB RACE program for 18 hours of continuing education in jurisdictions that recognize AAVSB RACE approval. Please contact the AAVSB RACE program if you have any comments/concerns regarding this program's validity or relevance to the veterinary profession.



**INGREDIENTS** 

**GLOSSARY** 

Advancing Science for Pet Health

## YOUR CLIENTS HAVE QUESTIONS ABOUT PET NUTRITION.

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**INTRODUCING** 

# CENTRESQUARE

CentreSquare from the Purina Institute is an easily accessible toolkit of resources that facilitates client-friendly pet nutrition conversations.

- Created for veterinary professionals by veterinary professionals
- Easily search within a broad range of nutrition topics
- Quickly download/print/share nutrition information for you of for your clients

Whether you have 5 minutes or 30 minutes, you will always find something helpful and relevant on CentreSquare.

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The Purina Institute is a global professional organization with a mission to advance nutrition science and put nutrition at the forefront of pet health discussions to help pets live better, longer lives. We are here to partner with you by sharing the latest scientific insights on pet nutrition.

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### **CANINE PRODUCTS UPC**

### Consumer Selling Unit

















































































































**CANINE FORMULAS** 









### **CANINE PRODUCTS UPC**

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### **FELINE PRODUCTS UPC**

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**FELINE** FORMULAS





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## Ingredients Glossary





Added color

Added color is any dye, pigment, or other substance that can impart color to food. It adds variety and richness to the appearance and appeal of foods

Amino acids

Building blocks of proteins. Amino acids can be classified as essential, non-essential, and conditionally essential. Examples include alanine, arginine, asparagine, aspartate, cysteine, glutamate, glutamine, glycine, histidine, isoleucine, leucine, lysine, methionine, phenylalanine, proline, serine, taurine, threonine, tryptophan, tyrosine, and valine

Animal digest

Animal digest is created from protein sources such as the muscle and soft tissue of pork and poultry. It's highly palatable and used to enhance the taste of pet food

Animal fat preserved with mixed-tocopherols

Pork, beef, or poultry fat preserved with mixed-tocopherols

Animal liver flavor

Animal liver flavor enhances flavor and aids in palatability

Ascorbic acid

Source of vitamin C, an antioxidant

Barley

Cereal grain providing a high-quality carbohydrate source

Beef

High-quality protein source that provides essential amino acids

Beta-Carotene

Member of the carotenoid family; from plants such as carrots and pumpkins. A source of vitamin A in dogs (cats cannot convert carotenoids to vitamin A); helps support healthy vision

BHA

Butylated hydroxytoluene; a preservative used in pet foods and also approved by the FDA for use in human foods

Bifidobacterium longum BL999 Bacterium found in the gut of many animals, including dogs and humans. Used in probiotics, can be helpful in nutritionally managing dogs/cats with anxious behaviors

Biotin

Vitamin B-7; a coenzyme involved in the synthesis of fatty acids and the catabolism of amino acids; plays a role in gluconeogenesis

Brewer's dried yeast

High-quality protein source rich in amino acids

Brewer's rice

Whole and broken grains of rice, a digestible grain, acts as a high-quality carbohydrate source providing energy

By-product

Poultry by-products may include heads, feet, and viscera, but may not include feathers or feces. Meat by-products may include organs, blood and bone, but may not include hair, horns, hooves, teeth or feces

**RESOURCES** 

Calcium carbonate

**CANINE** FORMULAS

Source of calcium; supports strong teeth and bones



Calcium gluconate	The calcium salt of gluconic acid; source of calcium. Supports strong bones and teeth
Calcium iodate	Source of calcium, to support strong bones and teeth, and iodine, to promote proper thyroid function
Calcium pantothenate	Source of vitamin B-5 (pantothenic acid), which helps metabolize and utilize carbohydrate, protein, and fat for energy
Calcium phosphate	Source of the essential minerals, calcium and phosphorus, which function in skeletal formation, muscle contractions, nerve impulse transmission and blood coagulation
Calcium sulfate	Source of calcium to support strong bones and teeth
Canola meal	High-quality protein source rich in amino acids, vitamins and essential minerals
Canola oil	Energy-packed oil containing both omega-6 and omega-3 fatty acids
Caramel color	Provides a rich color to the food
Carrageenan	Seaweed extract used to thicken or modify the texture of foods
Cassava root flour	High-quality source of carbohydrate that provides energy
Cellulose	Derived from fiber-rich plants. An insoluble fiber that contributes to fecal bulk and improves stool quality. It also helps minimize the formation of hairballs
Chicken	The clean flesh and skin, with or without bone, derived from the parts of whole carcasses of poultry. A source of protein and essential amino acids
Chicken meal	The dry, rendered form of ground chicken, and an excellent source of protein and essential minerals
Choline chloride	Source of choline; essential in supporting your pet's proper liver function and metabolism
Coconut oil	Oil extracted from the kernel of mature coconuts. Provides medium- chain triglycerides to the diet; a highly digestible source of energy
Colostrum	Source of proteins (immunoglobulins) and many other nutrients derived from milk to help support immune and GI health
Copper proteinate	A source of the mineral copper, which aids in hemoglobin synthesis and skeletal production
Copper sulfate	A source of copper, aids in hemoglobin synthesis and skeletal production

Corn germ meal

Corn germ meal is what remains after removing the oil from corn kernels, then grinding them to create a nutrient-rich ingredient. It provides a rich source of fiber for healthy digestion, as well as a high-quality protein source for strong muscles

Corn gluten meal

Corn gluten meal is created by removing starch, bran, and germ from the corn kernel. Serves as a high-quality source of protein

Corn, ground

The entire corn kernel ground or chopped. A source of energy, amino acids, linoleic acid, and vitamins and minerals

Corn oil

Oil extracted from corn germ. A source of unsaturated omega-6 fatty acids, including the essential fatty acid linoleic acid, that helps support healthy skin and a shiny coat

Corn starch

Starch obtained from corn; used as a thickening agent. In hydrolyzed diets, a carbohydrate source that contains extremely low amounts of protein

Dextrose

Sugar

DL-methionine

Sulfur containing essential amino acid required for the formation of other compounds and structures in the body

Dried beet pulp

Dried beet pulp is what remains after removing the sugar of the beet so the fiber-rich portion of the vegetable remains. Utilized as a fiber source to improve stool quality

Dried egg product

Excellent source of protein and essential amino acids. Also contains glucosamine and fatty acids

Dried whey

Product obtained by removing water from whey. A high-quality source of protein

Dried yeast

Dried yeast is non-fermentative and made up of at least 40% protein. A flavor enhancer and high-quality source of protein and B vitamins

Enterococcus faecium

Bacterium found in the gut of many animals, including dogs and humans. Used in probiotics, can be helpful in nutritionally managing dogs/cats with stress diarrhea and other GI conditions

Ferrous sulfate

Source of iron, which is a major component of the oxygen-carrying protein hemoglobin in the blood

Fish meal

Fish meal is made up of fish that has been ground and cooked, reducing the fat content. A source of protein that is rich in omega-3 fatty acids

Fish oil

Oil obtained from the tissues of oily fish, like menhaden. Rich in EPA, an omega-3 fatty acid, it promotes healthy joints, and skin and coat health. It also supports a healthy immune system. Plus, the DHA from fish oil contributes to healthy vision and brain development in puppies and kittens



Folic acid Vitamin B-9; a form of folate which is necessary for amino acid metabolism and cell membrane integrity Garlic oil/powder Palatability enhancer Glycerin Used as a softening agent to make the texture of wet/dry kibble soft or chewv Ground wheat Source of energy, amino acids, linoleic acid, vitamins and minerals Guar gum Natural, highly soluble carbohydrate source used as a thickener and stabilizer Gum Arabic Hardened sap of various species of the acacia tree or other botanical sources. It is used in pet food to provide texture Hydrolyzed chicken Chicken or chicken liver that has been enzymatically digested to or chicken liver produce smaller peptides; nutrition is maintained but body does not recognize the protein as an allergen Hydrolyzed salmon Salmon that has been enzymatically digested to produce smaller peptides; nutrition is maintained but body does not recognize the protein as an allergen Hydrolyzed soy Product resulting from hydrolysis of dehulled soybeans after the non-protein components have been removed. High-quality protein isolate protein source Inulin Polysaccharide product obtained from plant sources such as chicory, agave, and Jerusalem artichoke by hot water extraction. It is intended as a source of soluble, fermentable fiber L-ascorbyl-2-Source of vitamin C polyphosphate L-carnitine Amino acid complex that helps convert fat into energy more efficiently, promoting a healthy weight in your pet Lecithin Mixture of phospholipids – a major source is soybean oil; enriches fat and protein and helps to improve pelletization Liver Source of protein, vitamins and minerals Liver flavor Highly palatable, natural flavoring sourced from pork and poultry L-lysine Source of lysine, an essential amino acid which aids in protein synthesis monohydrochloride Locust bean gum Vegetable gum extracted from the seeds of the carob tree. Used as a thickening agent

Long grain rice

Whole and broken grains of rice that give pets a source of carbohydrate that provides energy

Magnesium

Important for cell energy production. It influences calcium levels inside cells, helps transport sodium and potassium across cell membranes. and aids bone growth. It also helps transmit electrical impulses across nerves and muscles, which generates a neuromuscular contraction causing muscles to flex

Magnesium oxide

Source of magnesium essential for overall body health including heart health, muscle contraction and strong bones

Magnesium sulfate

Source of magnesium essential for overall body health including heart health, muscle contraction and strong bones

Malted barley flour

Form of barley which has undergone the malting process (germination)

**Maltodextrins** 

Carbohydrates derived from the partial hydrolysis of starch

Manganese

Manganese is a micromineral and functions as a component of several cell enzymes that catalyze metabolic reactions. Manganese is necessary for normal bone development, joint health and reproduction

Manganese proteinate

Source of the mineral manganese, which is essential in overall nutrient metabolism, nervous system function and normal bone development, joint health, and reproduction

Manganese sulfate

Source of the mineral manganese, which is essential in overall nutrient metabolism, nervous system function and normal bone development, joint health, and reproduction

Meat by-products

Non-rendered clean parts, other than meat, derived from mammals. It can include lungs, spleen, kidneys, livers, and blood. It does not include hair, horns, hooves, teeth, or feces

Medium-chain triglyceride vegetable oil

Medium-chain triglycerides (MCTs) are brain-supporting nutrients sourced from palm and coconut oils. They are the product of vegetable origin obtained by extracting the oil from seeds or fruits which are commonly processed for edible purposes. They consist predominantly of glyceride esters of fatty acids and contain no additions of free fatty acids

Menadione sodium bisulfite complex

Source of vitamin K activity for pet food and treats

Methionine

See DL-methionine

Mixed-tocopherols

Tocopherols are a mixture of vitamin E isomers. They provide a potent preservative, which also supplies a small amount of the benefits of dietary vitamin E



& TREATS

Mono and dicalcium phosphate

Mono and dicalcium phosphate is a source of calcium and phosphorus – essential minerals that help strengthen teeth and bones

Natural and artificial flavors

Proprietary flavor blend for enhanced palatability

Natural smoke flavor

Natural liquid smoke flavor added to impart taste and aroma

Niacin supplement

Niacin is an essential B vitamin that can be found naturally in ingredients like meat, poultry and fish. It is essential in helping properly metabolize carbohydrates, protein and fat

Oat fiber/Oat hulls

Oat fiber is a more concentrated source of dietary fiber than oat bran

Oat meal

Oat meal is made of rolled oats. It's a natural source of carbohydrates that helps provide fuel for a healthy energy level. It is also a nutrient-dense source of fiber for healthy digestion and a source of protein for strong muscles

Ocean whitefish

Contains fish such as cod, pollock, haddock, sole and halibut and is an excellent source of protein

Omega-3 fatty acids

Family of fatty acids found in fat sources such as flaxseed and fish oil. Flaxseed is a good source of alpha-linolenic acid (18:3n-3), while fish oils are a good source of eicosapentaenoic acid (EPA, 20:5n-3) and docosahexaenoic acid (DHA, 22:6n-3)

Omega-6 fatty acids

Family of fatty acids found in fat sources such as chicken fat and vegetable oils. Linoleic acid (18:2n-6) is an essential fatty acid for dogs and cats that is important to help maintain a healthy skin and coat

Pea fiber

Pea fiber is derived from cleaned and processed pea hulls. Pea fiber is a good source of both insoluble and soluble fiber that helps support normal bowel health

Pea protein

High-quality protein source rich in amino acids

Pearled barley

Pearled barley is what remains after removing the hull and bran layer of the barley but leaves the endosperm and germ intact

Phosphoric acid

Promotes an optimal pH in the product

Phosphorus

Phosphorus is a macromineral found mostly in bones and teeth. Phosphorus is part of every cell. It is important in genetic material, is a part of phospholipids and is used in energy transfer and in buffer systems that maintain acid-base balance

Potassium carbonate

Source of potassium, a mineral that is essential for the correct functioning of cells in the body and helps maintain the acid-base balance in the body

Potassium chloride

Source of potassium, a mineral that is essential for the correct functioning of cells in the body and helps maintain the acid-base balance in the body

Potassium citrate

Potassium salt of citric acid

Potassium iodide

Source of the essential nutrient iodine. Potassium helps maintain fluid balance in the body and helps nerve and muscle function. Iodine is an essential component of thyroid hormone

Potassium sorbate

Used as a mold inhibitor in pet food

Potato protein

Potato protein is the concentrated, protein-rich part of the potato that helps strengthen and maintain muscles

Poultry by-product

Consists of the non-rendered, clean parts of carcasses of slaughtered poultry, such as necks, feet, and viscera. It provides essential amino acids, fats, vitamins and minerals as well as palatability to the food. It excludes feces and feathers

Poultry by-product meal

Made of chicken and/or turkey that have been ground and cooked. reducing the fat content to create a protein-rich ingredient

Poultry hearts

Protein source from chicken or turkey containing essential amino acids

Poultry livers

Source of protein, vitamins and minerals

Powdered cellulose

Source of insoluble fiber

Psyllium

Mixed fiber source containing both soluble and insoluble properties

Pumpkin

A gourd rich in fiber, potassium and vitamin C

Pyridoxine hydrochloride

Source of the B vitamin pyridoxine, also known as vitamin B-6, which is necessary for overall metabolism and amino acid synthesis in the body

Red 3

Food color recognized as safe by the FDA for use in both human foods and pet foods

Riboflavin supplement

Riboflavin (vitamin B-2) is a water-soluble vitamin. Vitamin B-2 is essential for the normal release of energy from carbohydrate, protein and fat in food. It is important for normal growth and development, the production of and regulation of certain hormones, and eye pigment formation

Rice

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Rice is a natural source of carbohydrate that helps make food more digestible. It also has the added benefit of being a high-quality source of energy



Rice bran

The combination of aleurone and pericarp of rice. Rice bran provides many different nutrients, including dietary fiber and essential fatty acids

Rice flour

Finely ground meal from the milling of rice, which consists primarily of the starch and gluten fractions. Rice flour provides an excellent source of highly digestible carbohydrate for energy

Rice starch

Concentrated carbohydrate source with minimal protein content

Salmon

Salmon is a marine and freshwater fish high in protein and long-chain omega-3 fatty acids

Salmon meal

Salmon meal is made up of salmon that has been ground and cooked, reducing the fat content to create a protein-rich ingredient. Also rich in omega-3 fatty acids

Salt

Source of the essential nutrients sodium and chloride, helps regulate proper blood pH levels, water balance, kidney function, and enhances palatability

Selenium

Essential trace mineral. It is a major antioxidant and works with vitamin E to maintain cell membranes. Selenium also helps preserve tissue elasticity

Sodium

Sodium is the principle positively charged ion in the extracellular fluids of the body. It is an electrolyte that is critical to the maintenance of fluid balance, nerve transmissions and muscle contractions

Sodium ascorbate

Sodium ascorbate is a non-acidic form of vitamin C

Sodium bicarbonate

Alkalinizing agent; helps with processing

Sodium bisulfate

Helps to lower urine pH

Sodium caseinate

Protein source produced when milk is curdled

Sodium phosphate

Source of sodium and phosphorus

Sodium selenite

Source of the mineral selenium, which functions as an antioxidant and works with vitamin E to maintain cell membranes

Sorbic acid

White crystalline carboxylic acid used as a preservative

Soybean germ meal

Soybean germ meal is made by removing the oil in the beans, then grinding them. It is a high-quality source of protein, and helps to aid in maintaining a healthy weight

Soybean hulls

The outer covering of the soybean. They serve as a source of fiber to aid in digestion, gut motility, and satiation

Soybean meal

Comes from finely ground soybeans, after their oil has been removed. This ingredient is an excellent source of protein

Sovbean oil

Oil that has been pressed from soybeans. Soybean oil provides a source of both omega-3 and omega-6 fatty acids to support many health systems including skin and coat

Soy flakes

High protein source, low in fiber and fat

Soy flour

Finely ground soybeans after their oil has been removed. Source of protein

Soy protein concentrate

A concentrated protein source made from soy. Protein is an essential nutrient that helps promote strong muscles, provides energy and helps support a healthy immune system

Soy protein isolate

Soy protein isolate is at least 90% protein, created by removing the non-protein parts of the soybean. As a high-quality source of protein, it helps strengthen and maintain muscles

Tapioca starch

Starch extracted from the roots of the cassava plant used as an alternative source of carbohydrate. Contains extremely low amounts of protein

Taurine

Taurine is an essential amino acid for cats because they cannot synthesize taurine on their own; they lack the proper liver enzymes. Without sufficient levels, cats may develop eye and heart issues. It also contributes to a cat's and dog's heart health

**TBHQ** 

Tertiary butyl hydroguinone; a preservative used in pet foods also approved by the FDA for use in human foods

Thiamine mononitrate

Thiamine (vitamin B-1) is a water-soluble vitamin also known as thiamin or thiamine hydrochloride. It is required for normal functioning of all body cells, especially nerves, and peristaltic movement in the GI tract. Vitamin B-1 is involved in numerous body processes that convert food into energy and support heart muscle

Tricalcium phosphate

Source of calcium and phosphorus-essential minerals that help strengthen your pet's teeth and bones

Trout

Trout is a freshwater fish that is naturally sourced from rivers and lakes. It's a high-quality source of protein and amino acids

Turkey

Turkey is the clean combination of flesh and skin with or without accompanying bone, derived from the parts or whole carcasses of turkey or a combination thereof — exclusive of feathers, heads, feet, and entrails

Vegetable oil

The product of vegetable origin obtained by extracting the oil from seeds or fruits. Can include corn oil, soybean oil, coconut oil, etc.



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### Vitamin A acetate

Vitamin A is a family of compounds that may also be referred to as retinol, retinal, retinyl, or retinoic acid. Vitamin A also helps develop and maintain the cornea in the eye, all mucous membranes, the digestive tract, the urinary tract, the reproductive tract, the skin and the lungs. It is important for normal body growth and the formation of bones and soft tissue. This vitamin also helps support the immune system

### Vitamin A supplement

Fat-soluble vitamin which supports normal vision, a healthy immune system, bone and muscle growth, maintenance of healthy skin and hair coat, reproduction, etc.

### Vitamin B-12 supplement

Vitamin B-12 (also known as cobalamin or cyanocobalamin) is the largest, most complex, and most potent water-soluble compound essential to animals. It is essential in blood formation and carbohydrate metabolism

### Vitamin D-3 supplement

Vitamin D-3 is a fat-soluble vitamin also known as cholecalciferol. It is the major active substance in vitamin D. Its main function is to stimulate the absorption of calcium and phosphorus, aiding in the formation of normal bones and teeth. It also helps to maintain a healthy nerve and muscle system by regulating the level of calcium in the blood

### Vitamin E supplement

Fat-soluble vitamin and antioxidant that protects fat and vitamin A from destruction by free radicals

### Wheat bran

The course outer covering of the wheat kernel as separated from wheat in commercial milling. A high-quality fiber source

### Wheat flour

Finely ground meal from the milling of wheat. Consists primarily of the starch and gluten fractions. These provide an excellent source of highly-digestible carbohydrate for energy

### Wheat gluten

Protein and carbohydrate source that is made from removing most of the starch from the grain

### Whey protein

Portion that remains after whole cow's milk is fermented into cheese (curds and whey). This nutritious source of protein is considered to have an ideal amino acid content and balance, making it a highly valued protein source

### Whole grain corn

Dried corn kernels used as a natural source of carbohydrates that help fuel your pet's body for healthy energy. Also contains linoleic acid, an omega-6 fatty acid for healthy skin and a shiny coat, and is a source of protein for strong muscles

### Xanthan gum

Carbohydrate used as a thickening agent

Yellow 5
Food color recognized as safe by the FDA for use in both human foods and pet foods

Zinc
Mineral that aids in the metabolism of carbohydrate, fat and protein, and helps support a healthy immune system

Zinc proteinate
Source of zinc resulting from the chelation of a soluble salt with amino acids and/or partially hydrolyzed protein

Zinc sulfate
Source of zinc that is important in overall nutrient metabolism, skin barrier and immune system



## Learn more at www.ProPlanVeterinaryDiets.ca

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