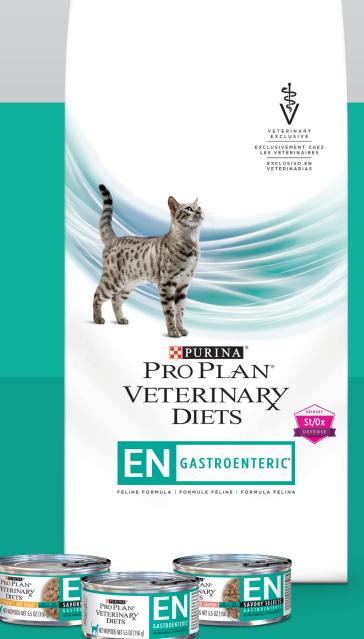
# PROPLAN VETERINARY DIETS°



### MEDICAL INDICATIONS

Multiple Indications for a Wide Range of Patients

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



### FELINE GASTROINTESTINAL CONDITIONS

### INDICATION RELEVANCE

A GI issue is one of the top reasons for clients going to see a veterinarian, and it is diagnosed in almost 1 out of 7 total client visits to veterinarians.<sup>1</sup>

<sup>1</sup> Veterinary Landscape Study 2020



#### **DIETARY MODIFICATION**

Some common causes for GI upset are stress, dietary indiscretion or sudden diet changes.



Adapting the diet to the unique metabolic needs of cats can help to nutritionally manage patients with GI conditions. Dietary modifications include high protein levels, high total digestibility, and colostrum to help stabilize intestinal microflora.

### HEALTH BENEFITS

### A STEP BEYOND BASIC NUTRITIONAL MANAGEMENT OF GI CONDITIONS

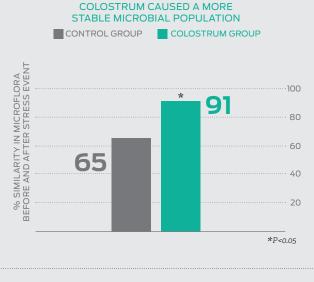
BENEFIT	INGREDIENTS/ NUTRIENTS	MECHANISM
<ul> <li>GASTROINTESTINAL HEALTH</li> <li>High total digestibility to promote nutrient absorption</li> <li>Energy-dense for feeding reduced meal volume (dry and loaf)</li> <li>Colostrum helps reduce the risk of stress- related diarrhea and primes local and systemic immune systems (dry)</li> <li>High protein for the unique requirements of cats with GI conditions</li> </ul>	<ul> <li>High-quality ingredients</li> <li>Moderate fat</li> <li>Colostrum (dry)</li> <li>High level of protein</li> </ul>	<ul> <li>High total digestibility</li> <li>Provides essential nutrition in smaller meals (dry and loaf)</li> <li>Colostrum helps stabilize intestinal microflora and primes the local and systemic immune systems (dry)</li> </ul>
<ul> <li>GENERAL HEALTH</li> <li>St/Ox Defense: This diet promotes a urinary environment unfavorable to the development of both struvite and calcium oxalate crystals</li> <li>Added B-complex vitamins</li> <li>Moderate fat provides energy</li> <li>Contains omega-3 fatty acids from fish oil</li> </ul>	<ul> <li>Provides complete and balanced nutrition for growth of kittens and maintenance of adult cats</li> <li>B-complex vitamins</li> <li>Moderate fat</li> <li>Fish oil</li> </ul>	<ul> <li>Minimizes the risk of both struvite and oxalate urolithiasis as validated by comprehensive urinary testing (RSS) for metastable urine saturation</li> <li>Helps support the unique nutritional needs of cats with GI conditions</li> <li>Energy-dense for feeding reduced meal volume (dry and loaf)</li> </ul>

### **RESEARCH AND RESULTS**

THE SCIENCE THAT SETS US APART

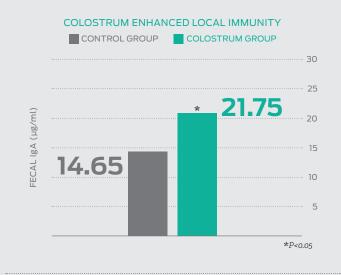
### EFFECT OF COLOSTRUM ON GUT & IMMUNE HEALTH

Kittens fed colostrum showed more stable microflora, with less change after the stress event.



Gore A, Satyaraj E, Labuda J, et al. Bovine colostrum influences feline immune function, Nestlé Purina Research. 2009

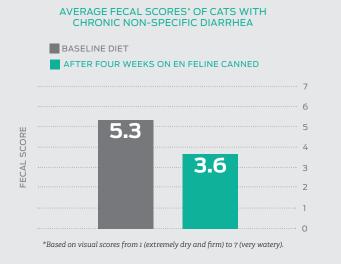
Kittens fed colostrum showed enhanced local immune status, with increased overall fecal IgA.



Gore A, Satyaraj E, Labuda J, et al. Bovine colostrum influences feline immune function, Nestlé Purina Research. 2009

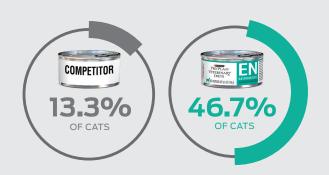
#### **EVALUATION OF TWO DIETS FOR FELINE DIARRHEA**

EN Feline Canned (loaf) has been shown to significantly improve fecal quality in cats with chronic diarrhea.



Cats fed EN Feline Canned (loaf) showed a higher percentage of normal stools (average FS  $\leq$  3).

#### PERCENTAGE OF CATS WITH NORMAL STOOLS (AVERAGE FS ≤ 3) AFTER FOUR WEEKS



Laflamme D, Xu H, Cupp C, et al. Evaluation of canned therapeutic diets for the management of cats with naturally occurring chronic diarrhea. J Feline Med Surg. 2012;14(10) 669-677. Laflamme D, Xu H, Cupp C, et al. Evaluation of canned therapeutic diets for the management of cats with naturally occurring chronic diarrhea. J Feline Med Surg. 2012;14(10) 669-677.

## PROPLAN VETERINARY DIETS<sup>®</sup>



### Learn more at www.ProPlanVeterinaryDiets.ca

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

PURINA TRADEMARKS ARE OWNED BY SOCIÉTÉ DES PRODUITS NESTLÉ S.A. ANY OTHER MARKS ARE PROPERTY OF THEIR RESPECTIVE OWNERS. VET-2105E-ENFDETAIL

PURINA

Your Pet, Our Passion.