



VETERINARY
EXCLUSIVE



PRODUCT GUIDE

For Veterinary Clinics



PRO PLAN VETERINARY DIETS®

PUBLISHED MAY 2023



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®, 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.



PURINA®
PRO PLAN
VETERINARY DIETS®



Learn more at
www.ProPlanVeterinaryDiets.ca



Canine Formulas



6	DH Dental Health®
8	DRM Dermatologic Management Naturals® With Added Vitamins, Minerals and Nutrients
10	EN Gastroenteric®
12	EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
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**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®
Constipation	EN Gastroenteric Fiber Balance®
	OM Overweight Management®
	OM Overweight Management Metabolic Response + Joint Mobility™
Critical Care	DM Dietetic Management®
Dental Disease	DH Dental Health®
Diabetes Mellitus	EN Gastroenteric Fiber Balance®
	OM Overweight Management®
	OM Overweight Management Metabolic Response + Joint Mobility™
Diarrhea (Small Bowel)	EN Gastroenteric®
	EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
	EN Gastroenteric Low Fat®
	HA Hydrolyzed®
	FortiFlora®
Diarrhea (Large Bowel)	FortiFlora PRO Synbiotic Action™
	EN Gastroenteric Fiber Balance®
	FortiFlora®
	FortiFlora PRO Synbiotic Action™
Enteritis	OM Overweight Management®
	EN Gastroenteric®
	EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
Exocrine Pancreatic Insufficiency	FortiFlora®
	FortiFlora PRO Synbiotic Action™
	EN Gastroenteric®
	EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
	EN Gastroenteric Low Fat®
Food Allergic Dermatitis	HA Hydrolyzed®
	HA Hydrolyzed®
	HA 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	HA Hydrolyzed®
	NF Kidney Function®
Hyperlipidemia	EN Gastroenteric Low Fat®
	OM Overweight Management®
	OM Overweight Management Metabolic Response + Joint Mobility™
	HA Hydrolyzed®
Idiopathic epilepsy as an adjunct to veterinary therapy	NC NeuroCare®
Inflammatory Bowel Disease	EN Gastroenteric®
	EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
	EN Gastroenteric Low Fat®
	HA Hydrolyzed®
Lymphangiectasia	EN Gastroenteric Low Fat®
	HA Hydrolyzed®
Obesity	OM Overweight Management®
	OM Overweight Management Metabolic Response + Joint Mobility™
Osteoarthritis	JM Joint Mobility®
	OM Overweight Management Metabolic Response + Joint Mobility™
Pancreatitis	EN Gastroenteric®
	EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
	EN Gastroenteric Low Fat®
Renal Failure	HA Hydrolyzed®
	NF Kidney Function®
Tartar Accumulation	DH Dental Health®
Urolithiasis	UR Urinary® Ox/St™





Actual Size

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
Bags of 8.15 and 14.5 kgs



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 ¹			
BODY WEIGHT		DH DENTAL HEALTH	DH DENTAL HEALTH SMALL BITES
lbs	kg	Approximate Number of 250 ml Cups/Day ³	Approximate Number of 250 ml Cups/Day ³
5	2.3	3/4	3/4
10	4.5	1 1/4	1 1/8
20	9.1	2	1 7/8
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	
100 ⁴	45.5	5 3/4	
CALORIE CONTENT (CALCULATED) ²			
		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



www.VOHC.org

General Health:

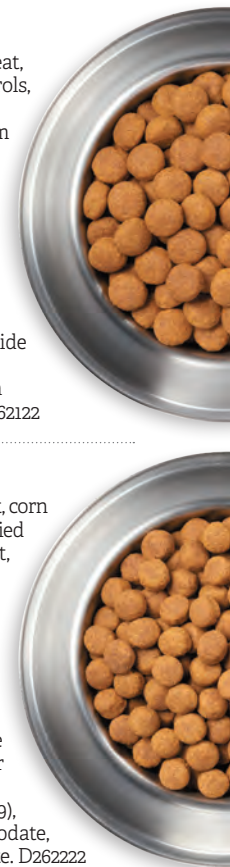
- Appropriate protein content to help maintain ideal body condition
- Contains antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress
- Available in Small Bites for dogs weighing less than 30 pounds
- Great taste to help ensure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

	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†

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
Fat, %	38.0	39.3
Carbohydrate, %	37.1	36.3

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

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.



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:

- None



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 ¹		
BODY WEIGHT		DRY
lbs	kg	Approximate Number of 250 ml Cups/Day ³
5	2.3	5/8
10	4.5	1
20	9.1	1 1/2
30	13.6	2
40	18.2	2 1/2
50	22.7	2 7/8
60	27.3	3 1/4
80	36.4	3 7/8
100 ⁴	45.5	4 1/2
CALORIE CONTENT (CALCULATED) ²		
		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

	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 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 Management Naturals®	Bags of 2.72 kg	25 cups
	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.





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



Actual Size

AVAILABLE SIZES

Bags of 2.72, 8.16 and 14.5 kgs
Cases of 12 x 380 g cans



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 ¹			
BODY WEIGHT		DRY	CANNED
lbs	kg	Approximate Number of 250 ml Cups/Day ³	Approximate Number of 380 g Cans/Day ³
5	2.3	5/8	1/2
10	4.5	1	7/8
20	9.1	1 1/2	1 3/8
30	13.6	2	1 7/8
40	18.2	2 1/2	2 1/4
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
100 ⁴	45.5	4 1/2	4 1/8
CALORIE CONTENT (FED) ²			
		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:

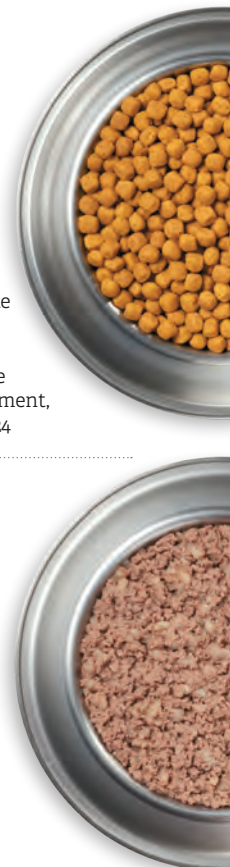
- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

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)

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.

EN GASTROENTERIC NATURALS®

WITH ADDED VITAMINS, MINERALS & NUTRIENTS
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



Actual Size

AVAILABLE SIZES

Bags of 2.72 and 14.5 kgs
Cases of 12 x 380 g cans



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 ¹			
BODY WEIGHT		DRY	CANNED
lbs	kg	Approximate Number of 250 ml Cups/Day ³	Approximate Number of 380 g Cans/Day ³
5	2.3	2/3	1/2
10	4.5	1	3/4
20	9.1	1 2/3	1 1/4
30	13.6	2 1/4	1 3/4
40	18.2	2 1/2	2
50	22.7	3	2 1/4
60	27.3	3 1/2	2 3/4
80	36.4	4 1/8	3 1/4
100 ⁴	45.5	4 7/8	3 3/4
CALORIE CONTENT (FED) ²			
		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 (dry)

Natural Nutrition:



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

General Health:

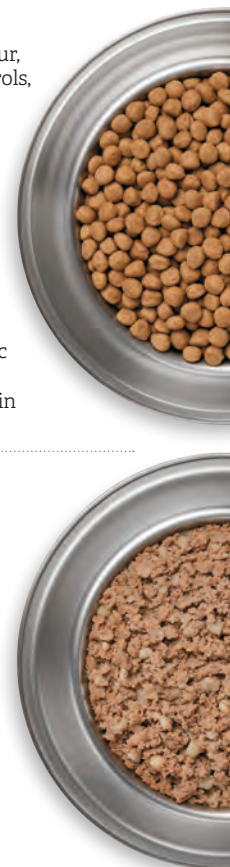
- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

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 Naturals®	Cases, 12 x 380 g	
	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.



EN GASTROENTERIC

FIBER BALANCE®

CANINE FORMULA

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 ¹		
BODY WEIGHT		DRY
lbs	kg	Approximate Number of 250 ml Cups/Day ³
5	2.3	3/4
10	4.5	1 1/8
20	9.1	1 7/8
30	13.6	2 1/2
40	18.2	3
50	22.7	3 1/2
60	27.3	3 7/8
80	36.4	4 3/4
100 ⁴	45.5	5 1/2
CALORIE CONTENT (FED) ²		
		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

Ingredients:

Whole grain corn, dried beet pulp*, poultry by-product meal, corn gluten meal, pearly 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



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

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 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 Fiber Balance®	Bags of 2.72 kg	28 cups
	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.



EN GASTROENTERIC

LOW FAT®

CANINE FORMULA

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



Actual Size

AVAILABLE SIZES

Bags of 2.72, 8.16 and 14.5 kgs
Cases of 12 x 380 g cans



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 ¹			
BODY WEIGHT		DRY	CANNED
lbs	kg	Approximate Number of 250 ml Cups/Day ³	Approximate Number of 380 g Cans/Day ³
5	2.3	3/4	5/8
10	4.5	1 1/8	1
20	9.1	1 7/8	1 5/8
30	13.6	2 1/2	2 1/4
40	18.2	3	2 5/8
50	22.7	3 1/2	3 1/8
60	27.3	3 7/8	3 1/2
80	36.4	4 3/4	4 1/4
100 ⁴	45.5	5 1/2	5
		CALORIE CONTENT (FED) ²	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:

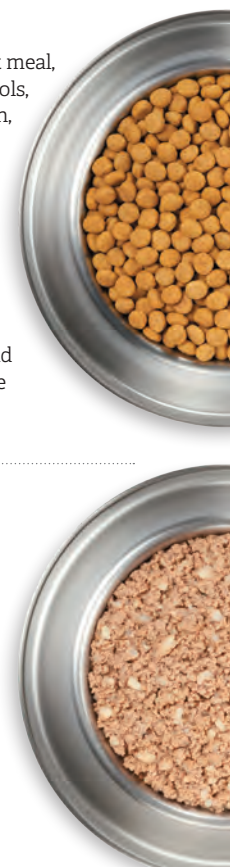
- Added antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress
- Great taste to help ensure adequate nutrient intake

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
Carbohydrate, %	55.3	35.8

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

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.



HA HYDROLYZED®

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

Medical Contraindications:

- None



Actual Size

AVAILABLE SIZES

Bags of 2.72, 7.48 and 11.33 kgs

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 ¹		
BODY WEIGHT		DRY
lbs	kg	Approximate Number of 250 ml Cups/Day ³
5	2.3	3/4
10	4.5	1 1/4
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
100 ⁴	45.5	5 3/4
CALORIE CONTENT (FED) ²		
		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
Fat, %	24.1
Carbohydrate, %	55.8

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

PACKAGING	Sizes available	Cups per size
HA Hydrolyzed® Vegetarian	Bags of 2.72 kg	32 cups
	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.



HA

HYDROLYZED®

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



Actual Size



AVAILABLE SIZES

Bags of 2.72, 7.48 and 11.33 kgs
Cases of 12 x 377 g cans



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 GUIDE¹

BODY WEIGHT		DRY	CANNED
lbs	kg	Approximate Number of 250 ml Cups/Day ³	Approximate Number of 377 g Cans/Day ³
5	2.3	3/4	3/4
10	4.5	1 1/8	1 1/8
20	9.1	2	1 3/4
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	4 1/2
100 ⁴	45.5	5 1/2	5 1/8
CALORIE CONTENT (FED) ²			
		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
Carbohydrate, %	51.6	42.5

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

PACKAGING	Sizes available	Cups per size
HA Hydrolyzed® Chicken Flavor	Cases, 12 x 377 g cans	
	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.

HA HYDROLYZED®

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 ¹		
BODY WEIGHT		DRY
lbs	kg	Approximate Number of 250 ml Cups/Day ³
5	2.3	3/4
10	4.5	1 1/4
20	9.1	2
30	13.6	2 1/2
40	18.2	3
50	22.7	3 1/2
60	27.3	4
80	36.4	5
100 ⁴	45.5	5 3/4
CALORIE CONTENT (CALCULATED) ²		
		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	0.41 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 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
	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.



Actual Size

AVAILABLE SIZES
Bags of 2.72, 8.16 and 14.5 kgs

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

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 ¹					
BODY WEIGHT		FOR WEIGHT LOSS		FOR MAINTENANCE	
lbs	kg	kcal/day	Approximate Number of 250 ml Cups/Day ³	kcal/day	Approximate Number of 250 ml Cups/Day ³
5	2.3	182	1/2	243	5/8
10	4.5	286	3/4	381	1
20	9.1	458	1 1/8	610	1 1/2
30	13.6	599	1 1/2	799	2
40	18.2	728	1 7/8	971	2 1/2
50	22.7	845	2 1/8	1126	2 3/4
60	27.3	956	2 1/2	1274	3 1/8
80	36.4	1159	2 7/8	1545	3 7/8
100*	45.5	1346	3 1/4	1794	4 1/2
CALORIE CONTENT (FED) ²					
			3775 kcal/kg		
			3.775 kcal/g		
			401 kcal/250 ml cup		

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

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:	
Protein, %	31.1
Fat, %	31.9
Carbohydrate, %	37.0

† 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.





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



Actual Size



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 ¹		
BODY WEIGHT		DRY
lbs	kg	Approximate Number of 250 ml Cups/Day ³
5	2.3	5/8
10	4.5	1
20	9.1	1 5/8
30	13.6	2 1/8
40	18.2	2 5/8
50	22.7	3
60	27.3	3 1/2
80	36.4	4 1/4
100 ⁴	45.5	4 7/8
CALORIE CONTENT (CALCULATED) ²		
		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-2-polyphosphate (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%

DIGESTION TEST RESULTS†

DIGESTIBILITY:	DRY
Total, %	85.0
Protein, %	88.1
Fat, %	93.2
Carbohydrate, %	89.4
Calorie, %	88.5
PERCENTAGE OF METABOLIZABLE ENERGY FROM:	
Protein, %	28.3
Fat, %	36.9
Carbohydrate, %	34.9

† 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.



NF KIDNEY FUNCTION®

CANINE FORMULA

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



Actual Size

AVAILABLE SIZES

Bags of 2.72, 8.16 and 15.42 kgs
Cases of 12 x 377 g cans



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 ¹			
BODY WEIGHT		DRY	CANNED
lbs	kg	Approximate Number of 250 ml Cups/Day ³	Approximate Number of 377 g Cans/Day ³
5	2.3	1/2	1/2
10	4.5	3/4	3/4
20	9.1	1 1/4	1 1/4
30	13.6	1 5/8	1 5/8
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
100 ⁴	45.5	3 3/4	3 3/4
		CALORIE CONTENT (FED) ²	CALORIE CONTENT (CALCULATED) ²
		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-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, 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 A supplement, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), potassium iodide, sodium selenite. B259217



AVERAGE NUTRIENT CONTENT

	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%

DIGESTION TEST RESULTS†

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
Fat, %	33.2	52.4
Carbohydrate, %	53.7	33.0

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

PACKAGING	Sizes available	Cups per size
NF Kidney Function®	Cases, 12 x 377 g	
	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.



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



AVAILABLE SIZES
Bags of 2.72, 8.16 and 14.5 kgs
Cases of 12 x 377 g cans

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 ¹							
BODY WEIGHT		FOR WEIGHT LOSS			FOR MAINTENANCE		
lbs	kg	kcal/day	Dry Approximate Number of 250 ml Cups/Day ³	Canned Approximate Number of 377 g Cans/Day ³	kcal/day	Dry Approximate Number of 250 ml Cups/Day ³	Canned Approximate Number of 377 g Cans/Day ³
5	2.3	170	5/8	5/8	243	7/8	1
10	4.5	267	1	1 1/8	381	1 1/2	1 1/2
20	9.1	427	1 5/8	1 3/4	610	2 3/8	2 1/2
30	13.6	559	2 1/8	2 1/4	799	3 1/8	3 1/4
40	18.2	680	2 5/8	2 3/4	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	4 7/8	5 1/8
80	36.4	1082	4 1/8	4 3/8	1545	6	6 1/4
100 ⁴	45.5	1256	4 7/8	5	1794	6 7/8	7 1/4
CALORIE CONTENT (CALCULATED) ²							
				2950 kcal/kg	663 kcal/kg		
				2.950 kcal/g	0.663 kcal/g		
				260 kcal/250 ml 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	1793 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	
	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)

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.



Actual Size



An enticing blend of crunchy kibble and tender morsels

AVAILABLE SIZES
Bags of 2.72, 8.16 and 14.5 kgs

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 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 ¹					
BODY WEIGHT		FOR WEIGHT LOSS		FOR MAINTENANCE	
lbs	kg	kcal/day	Approximate Number of 250 ml Cups/Day ³	kcal/day	Approximate Number of 250 ml Cups/Day ³
5	2.3	158	3/4	243	1 1/8
10	4.5	248	1 1/8	381	1 3/4
20	9.1	397	1 3/4	610	2 3/4
30	13.6	519	2 3/8	799	3 5/8
40	18.2	631	2 7/8	971	4 3/8
50	22.7	732	3 3/8	1126	5 1/8
60	27.3	828	3 3/4	1274	5 7/8
80	36.4	1004	4 5/8	1545	7
100 ⁴	45.5	1166	5 3/8	1794	8 1/4
CALORIE CONTENT (CALCULATED)²					
2941 kcal/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 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 Select Blend™ Chicken Flavor	Bags of 2.72 kg	36 cups
	Bags of 8.16 kg	109 cups
	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.





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 ¹					
BODY WEIGHT		FOR WEIGHT LOSS		FOR MAINTENANCE	
lbs	kg	kcal/day	Approximate Number of 250 ml Cups/Day ³	kcal/day	Approximate Number of 250 ml Cups/Day ³
5	2.3	146	1/2	243	7/8
10	4.5	228	3/4	381	1 3/8
20	9.1	366	1 1/4	610	2 1/8
30	13.6	479	1 3/4	799	2 7/8
40	18.2	583	2 1/8	971	3 1/2
50	22.7	676	2 3/8	1126	4
60	27.3	765	2 3/4	1274	4 1/2
80	36.4	927	3 1/4	1545	5 1/2
100 ⁴	45.5	1077	3 7/8	1794	6 3/8
CALORIE CONTENT (CALCULATED) ²					
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

DIGESTION TEST RESULTS†

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.



UR URINARY[®] Ox/St[™]

CANINE FORMULA

Medical Indications:

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.*



Actual Size



AVAILABLE SIZES

Bags of 2.72, 7.48 and 11.33 kgs
Cases of 12 x 377 g cans



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 ¹			
BODY WEIGHT		DRY	CANNED
lbs	kg	Approximate Number of 250 ml Cups/Day ³	Approximate Number of 377 g Cans/Day ³
5	2.3	5/8	3/4
10	4.5	7/8	1
20	9.1	1 1/2	1 3/4
30	13.6	2 1/8	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
100 ⁴	45.5	4 3/8	4 1/4
CALORIE CONTENT (FED) ²			
		3542 kcal/kg	1041 kcal/kg
		3.542 kcal/g	1.041 kcal/g
		408 kcal/250 ml cup	392 kcal/377 g can



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%

* 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 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	
	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.

essentialcare®

PUPPY FORMULA

Immune Health:

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



Actual Size



AVAILABLE SIZES
Bags of 3.6 kg and 8 kg
Cases of 24 x 156 g cans

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).

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

FEEDING GUIDE¹

BODY WEIGHT AT MATURITY		DRY	CANNED	DRY	CANNED	DRY	CANNED	DRY	CANNED	DRY	CANNED	DRY	CANNED
		1 1/2 to 3 months		4 to 5 months		6 to 8 months		9 to 11 months		1 to 2 years		After 2 years	
lbs	kg	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	1/4-1 1/4	1-1 1/2	1/3-1 1/4	1 1/2-2 1/2	1/2-1	1-2 1/2	1/3-1		Feed as Adult		Feed as Adult	
13-20	5.9-9.1	3/4-12/3	1-2	1 1/4-13/4	2 1/2-3	1 1/2-12/3	2-3	1 1/4-1 1/2	2-2 1/2	Feed as Adult	2-3	Feed as Adult	
21-50	9.5-22.7	3/4-2 2/3	1-2 1/2	1 2/3-3 1/4	3 1/2-4 1/2	2-2 3/4	2 1/2-4	1 2/3-2 3/4	4 1/2-5	Feed as Adult	4 1/2-7	Feed as Adult	
51-75	23.1-34.0	1 1/3-2 3/4	1-4	3 2/3-4 1/4	3 1/2-7	3 3/4-4 1/3	3-6 1/2	3 1/4-4 3/4	5 1/2-8	3-3 3/4	6-10 1/2	Feed as Adult	
76-100	35.5-45.4	1 2/3-2 3/4	2-4 1/2	3 1/2-4	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)	5 1/4 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 CONTENT (ME) (CALCULATED)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 kcal/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 selenite], 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

DIGESTION TEST RESULTS†

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
essentialcare® Puppy Formula	Cases, 24 x 156 g cans	
	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® essentialcare® Puppy Formula. Provide fresh water in a clean container daily.

2 Kilocalories of metabolizable energy (ME).

essentialcare®

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).

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

FEEDING GUIDE ¹							
BREED SIZE/WEIGHT AT MATURITY		DRY					
		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	Approximate Number of 250 ml (8 oz) Cups/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 - 1 3/4	1 1/3 - 1 3/4	1 2/3 - 1 3/4	1 1/4 - 1 2/3	Feed as Adult	Feed as Adult
21 - 50	9.5 - 22.5 kg	1 - 2 3/4	1 3/4 - 3 1/3	2 1/4 - 3	1 3/4 - 3 1/4	Feed as Adult	Feed as Adult
51 - 75	23.1 - 34.0 kg	1 1/3 - 3	3 3/4 - 4 1/2	4 - 4 3/4	3 1/3 - 5 1/4	3 1/4 - 4	Feed as Adult
76 - 100	34.5 - 45.4 kg	1 3/4 - 2 3/4	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) ²							
		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 selenite], 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

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

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

essentialcare®

ADULT FORMULA FOR DOGS

Body Condition:

High protein level helps maintain lean muscle mass



Actual Size



AVAILABLE SIZES

Bags of 3.6 kg, 8 kg and 16 kg
Cases of 24 x 156 g cans



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.

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

FEEDING GUIDE ¹			
BODY WEIGHT		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	1 1/8 - 2 3/4
13 - 20	5.9 - 9.1	1 - 1 1/3	3 1/8 - 4 1/8
21 - 35	9.5 - 15.9	1 1/3 - 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) ²			
		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

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

** 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 mixed-tocopherols, 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 For Dogs	Cases, 24 x 156 g (5.5 oz) cans	
	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).



essentialcare[®]

ADULT FORMULA FOR SMALL DOGS

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



Actual Size



AVAILABLE SIZE
Bags of 3.6 kg

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.

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

FEEDING GUIDE ¹		
WEIGHT 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 - 1 1/4
CALORIE CONTENT (ME) (CALCULATED) ²		
		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

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

PACKAGING	Sizes available	Cups per size
essentialcare® Adult Formula For Small Dogs	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® Adult Formula For Small Dogs. Provide fresh water in a clean container daily.

2 Kilocalories of metabolizable energy (ME).



essentialcare®

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.

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

FEEDING GUIDE ¹		
WEIGHT 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	1 1/8 - 1 1/2
21 - 35	9.5 - 15.9	1 2/3 - 2 1/4
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) ²		
		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

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

PACKAGING	Sizes available	Cups per size
essentialcare® Senior Formula For Dogs	Bags of 8 lb (3.6 kg)	37 cups
	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 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 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



EN GASTROENTERIC® 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 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[®]
CANINE FORMULA



**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 to 2-1/8	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[®]
WITH ADDED VITAMINS, MINERALS & NUTRIENTS
CANINE FORMULA



**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	5-1/2 to 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.



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

WITH ADDED VITAMINS, MINERALS & NUTRIENTS CANINE FORMULA

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)

CHICKEN FLAVOR CANINE FORMULA

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
CANINE FORMULA



HA HYDROLYZED[®] SALMON FLAVOR 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	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
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	2-3/4 to 3-1/8
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	3-3/4 to 4
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
5	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
6	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
7	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
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
9	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
10	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
11	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
12	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
13				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 6-1/8
14							5-1/3 to 5-1/2	5-7/8 to 6-1/8
15							5-1/3 to 5-1/2	6 to 6-1/4
16							5-1/3 to 5-1/2	6-1/4 to 6-1/3
17							5-1/3 to 5-2/3	6-1/4 to 6-1/2
18								6-1/4 to 6-1/2
19								6-1/3 to 6-1/2
20								6-1/3 to 6-1/2
21								5-7/8 to 6-1/8

JM

JOINT MOBILITY[®]

CANINE FORMULA



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.



CANINE FORMULAS

FELINE FORMULAS

SUPPLEMENTS & TREATS

RESOURCES

INGREDIENTS GLOSSARY





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

Feline Formulas



56	DH Dental Health®
58	DM Dietetic Management®
60	DM Savory Selects Dietetic Management®
62	EN Gastroenteric®
64	EN Savory Selects Gastroenteric™
66	EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
68	HA Hydrolyzed®
70	NF Kidney Function Early Care®
72	NF Kidney Function Advanced Care®
74	OM Overweight Management®
76-78	OM Savory Selects Overweight Management®
80	UR Urinary® St/Ox®
82	UR Savory Selects Urinary™ St/Ox®
84	essentialcare® Kitten Formula
86	essentialcare® Adult Formula For Cats
88	essentialcare® Indoor Formula For Adult Cats
90	essentialcare® Senior Formula For Cats
92	Kitten Feeding Charts



*See bags for details





Feline Diets & Supplements



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

CONDITION	SUGGESTED DIETS/SUPPLEMENTS
Anxious Behaviour	Calming Care
Constipation	FortiFlora PRO Synbiotic Action™
	OM Overweight Management®
Critical Care	DM Dietetic Management®
Dental Disease	DH Dental Health®
Diabetes Mellitus	DM Dietetic Management®
	OM 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 Insufficiency	EN Gastroenteric®
	EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
	HA Hydrolyzed®
Feline LUTS	UR Urinary® St/Ox®
Food Allergic Dermatitis	HA Hydrolyzed®
Food Allergic Gastroenteritis	HA Hydrolyzed®
Gastritis	EN Gastroenteric®
	EN Gastroenteric Naturals® With Added Vitamins, Minerals and Nutrients
Hairballs	OM Overweight Management®

CONDITION	SUGGESTED DIETS/SUPPLEMENTS
Hepatic Encephalopathy	NF Kidney Function Advanced Care®
Hepatic Lipidosis	DM Dietetic Management®
	EN Gastroenteric®
	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®
Renal Failure	NF Kidney Function Early Care®
	NF Kidney Function Advanced Care®
Tartar Accumulation	DH Dental Health®
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.

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

FEEDING GUIDE ¹		
BODY WEIGHT		DRY
lbs	kg	Approximate Number of 250 ml Cups/Day ³
5	2.3	1/2
8	3.6	3/4
12	5.4	1 1/8
16	7.2	1 1/2
20	9.1	1 7/8
25 ⁴	11.4	2 1/4
CALORIE CONTENT (CALCULATED) ²		
		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



www.VOHC.org

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



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

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
Fat, %	31.4
Carbohydrate, %	32.8

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

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.



Medical Indications:

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

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

Medical Contraindications:

- Renal failure
- Hepatic encephalopathy



Actual Size



AVAILABLE SIZES
Bags of 2.72 and 4.54 kgs

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.

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

FEEDING GUIDE ¹		
BODY WEIGHT		DRY
lbs	kg	Approximate Number of 250 ml Cups/Day ³
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
25 ⁴	11.4	1 1/8
CALORIE CONTENT (CALCULATED) ²		
		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



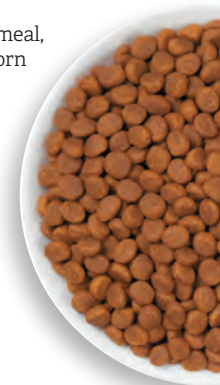
May help reduce postprandial hyperglycemia

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 meal, soy flour, animal fat preserved with mixed-tocopherols, corn 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



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
Carbohydrate, %	14.4

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

PACKAGING	Sizes available	Cups per size
DM Dietetic Management®	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.



AVAILABLE SIZE
Cases of 24 x 156 g cans

Medical Indications:

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

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

Medical Contraindications:

- Renal failure
- Hepatic encephalopathy

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.

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

FEEDING GUIDE ¹							
BODY WEIGHT		FOR WEIGHT LOSS			FOR MAINTENANCE		
lbs	kg	kcal/day	DM Approximate Number of 156 g Cans/Day ³	DM Savory Selects Approximate Number of 156 g Cans/Day ³	kcal/day	DM Approximate Number of 156 g Cans/Day ³	DM Savory Selects Approximate Number of 156 g Cans/Day ³
5	2.3	97	2/3	2/3	129	3/4	7/8
8	3.6	151	1	1	202	1 1/4	1 1/3
12	5.4	227	1 1/2	1 1/2	302	1 7/8	1 7/8
16	7.2	302	1 7/8	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 ⁴	11.4	479	3	3	638	3 7/8	4
DM CALORIE CONTENT (CALCULATED) ²					DM SAVORY SELECTS CALORIE CONTENT (CALCULATED) ²		
		1048 kcal/kg			1014 kcal/kg		
		1.048 kcal/g			1.014 kcal/g		
		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 SAVORY SELECTS		
	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 ENERGY FROM:		
Protein, %	47.3	51.7
Fat, %	47.2	36.5
Carbohydrate, %	5.5	11.8

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

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

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.



EN GASTROENTERIC®

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



Actual Size



AVAILABLE SIZES

Bags of 2.72 and 4.54 kgs
Cases of 24 x 156 g cans



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 ¹			
BODY WEIGHT		DRY	CANNED
lbs	kg	Approximate Number of 250 ml Cups/Day ³	Approximate Number of 156 g Cans/Day ³
5	2.3	1/4	7/8
8	3.6	3/8	1 3/8
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 ⁴	11.4	1 1/8	4 1/2
CALORIE CONTENT (CALCULATED) ²			
		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



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:		
Protein, %	47.0	41.0
Fat, %	37.8	42.0
Carbohydrate, %	15.2	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.

EN SAVORY SELECTS™ GASTROENTERIC

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



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 ¹			
BODY WEIGHT		CHICKEN	SALMON
lbs	kg	Approximate Number of 156 g Cans/Day ³	Approximate Number of 156 g Cans/Day ³
5	2.3	7/8	7/8
8	3.6	1 3/8	1 3/8
12	5.4	2	2
16	7.2	2 3/4	2 3/4
20	9.1	3 3/8	3 1/2
25 ⁴	11.4	4 1/4	4 3/8
CALORIE CONTENT (CALCULATED) ²			
		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



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		
	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

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

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

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.

EN GASTROENTERIC NATURALS®

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



Actual Size



AVAILABLE SIZES

Bags of 2.72 and 4.54 kgs
Cases of 24 x 156 g cans



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 ¹			
BODY WEIGHT		DRY	CANNED
lbs	kg	Approximate Number of 250 ml Cups/Day ³	Approximate Number of 156 g Cans/Day ³
5	2.3	1/4	7/8
8	3.6	1/3	1 1/4
12	5.4	1/2	1 7/8
16	7.2	3/4	2 1/4
20	9.1	1	3 1/4
25 ⁴	11.4	1 1/4	4
CALORIE CONTENT (FED) ²			
		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



Gastrointestinal Health:



High total digestibility to promote nutrient absorption



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



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%
EPA+DHA	0.03 g	0.14%	0.15%	0.16 g	0.16%	0.65%

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
Carbohydrate, %	17.8	15.4

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

PACKAGING	Sizes available	Cups per size
EN Gastroenteric Naturals®	Cases, 24 x 156 g cans	
	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.

HA HYDROLYZED®

FELINE FORMULA

Medical Indications:

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



Actual Size



AVAILABLE SIZES
Bags of 1.81 and 3.63 kgs

Feeding and Administration:

Purina Pro Plan Veterinary Diets HA Hydrolyzed 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 ¹		
BODY WEIGHT		DRY
lbs	kg	Approximate Number of 250 ml Cups/Day ³
5	2.3	3/8
8	3.6	3/4
12	5.4	1
16	7.2	1 3/8
20	9.1	1 3/4
25 ⁴	11.4	2 1/4
CALORIE CONTENT (CALCULATED) ²		
		3428 kcal/kg
		3.428 kcal/g
		291 kcal/250 ml cup



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%

DIGESTION TEST RESULTS†	
DIGESTIBILITY:	DRY
Total, %	88.4
Protein, %	93.5
Fat, %	90.1
Carbohydrate, %	95.8
Calorie, %	91.4
PERCENTAGE OF METABOLIZABLE ENERGY FROM:	
Protein, %	36.0
Fat, %	28.9
Carbohydrate, %	35.1

† 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.



NF KIDNEY FUNCTION

EARLY CARE®

FELINE FORMULA

Medical Indications:

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

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



Actual Size



AVAILABLE SIZES

Bags of 1.43 and 3.63 kgs
Cases of 24 x 156 g cans



Feeding and Administration:

Purina Pro Plan Veterinary Diets NF Kidney Function Early 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 ¹			
BODY WEIGHT		DRY	CANNED
lbs	kg	Approximate Number of 250 ml Cups/Day ³	Approximate Number of 156 g Cans/Day ³
5	2.3	1/4	3/4
8	3.6	3/8	1 1/8
12	5.4	2/3	2
16	7.2	7/8	2 1/2
20	9.1	1 1/8	3 1/8
25 ⁴	11.4	1 3/8	4
CALORIE CONTENT (CALCULATED) ²			
		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 cats⁵, 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



AVERAGE NUTRIENT CONTENT

	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
Carbohydrate, %	32.4	28.8

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

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

NF KIDNEY FUNCTION

ADVANCED CARE®

FELINE FORMULA

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.



Actual Size



AVAILABLE SIZES

Bags of 1.43 and 3.63 kgs
Cases of 24 x 156 g cans



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 ¹			
BODY WEIGHT		DRY	CANNED
lbs	kg	Approximate Number of 250 ml Cups/Day ³	Approximate Number of 156 g Cans/Day ³
5	2.3	1/4	3/4
8	3.6	3/8	1 1/4
12	5.4	5/8	2
16	7.2	3/4	2 1/2
20	9.1	1	3 1/8
25 ⁴	11.4	1 1/4	3 3/4
CALORIE CONTENT (CALCULATED) ²			
		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

General Health:

- Highly digestible formula to promote optimal nutrient absorption
- Because calcium oxalate crystals are more prevalent in older cats⁵, 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 RESULTS†

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:

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 Advanced Care®	Cases, 24 x 156 g cans	
	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.

OM

OVERWEIGHT MANAGEMENT®

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



Actual Size



AVAILABLE SIZES
 Bags of 2.72 and 7.26 kgs
 Cases of 24 x 156 g cans



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 GUIDE¹

BODY WEIGHT		FOR WEIGHT LOSS			FOR MAINTENANCE		
lbs	kg	kcal/day	Dry Approximate Number of 250 ml Cups/Day ³	Canned Approximate Number of 156 g Cans/Day ³	kcal/day	Dry Approximate Number of 250 ml Cups/Day ³	Canned Approximate Number of 156 g Cans/Day ³
5	2.3	84	1/4	3/4	129	1/2	1 1/8
8	3.6	131	1/2	1 1/4	202	3/4	1 3/4
12	5.4	197	3/4	1 3/4	302	1 1/8	2 5/8
16	7.2	262	7/8	2 1/4	403	1 3/8	3 1/2
20	9.1	331	1 1/8	3	510	1 3/4	4 3/8
25 ⁴	11.4	415	1 1/2	3 1/2	638	2 1/4	5 1/2
CALORIE CONTENT (CALCULATED) ²							
		3231 kcal/kg			738 kcal/kg		
		3.231 kcal/g			0.738 kcal/g		
		285 kcal/250 ml cup			115 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



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, calcium sulfate, guar gum, potassium chloride, magnesium proteinate, choline chloride, salt, Vitamin E supplement, carrageenan, taurine, thiamine mononitrate (Vitamin B-1), zinc sulfate, ferrous sulfate, 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. 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	1712 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 RESULTS†

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 OF METABOLIZABLE ENERGY FROM:		
Protein, %	55.5	47.5
Fat, %	23.9	29.9
Carbohydrate, %	20.6	22.6

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

PACKAGING	Sizes available	Cups per size
OM Overweight Management®	Cases, 24 x 156 g cans	
	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.





AVAILABLE SIZE
Cases of 24 x 156 g cans

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 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 GUIDE¹

BODY WEIGHT		FOR WEIGHT LOSS			FOR MAINTENANCE		
lbs	kg	kcal/day	With Chicken Approximate Number of 156 g Cans/Day ³	With Turkey Approximate Number of 156 g Cans/Day ³	kcal/day	With Chicken Approximate Number of 156 g Cans/Day ³	With Turkey Approximate Number of 156 g Cans/Day ³
5	2.3	84	3/4	3/4	129	1 1/8	1 1/8
8	3.6	131	1 1/8	1 1/4	202	1 3/4	1 3/4
12	5.4	197	1 3/4	1 3/4	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	2 7/8	2 3/4	510	4 1/2	4 3/8
25*	11.4	415	3 5/8	3 1/2	638	5 2/3	5 1/2
CALORIE CONTENT (CALCULATED)² WITH CHICKEN				CALORIE CONTENT (CALCULATED)² WITH TURKEY			
729 kcal/kg				748 kcal/kg			
0.729 kcal/g				0.748 kcal/g			
113 kcal/156 g can				116 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



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

	WITH CHICKEN			WITH TURKEY		
	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:		
Protein, %	49.7	51.3
Fat, %	32.8	31.5
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, 24 x 156 g cans
OM Savory Selects Overweight Management® With Turkey	

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.



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 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 ¹					
BODY WEIGHT		FOR WEIGHT LOSS		FOR MAINTENANCE	
lbs	kg	kcal/day	Canned Approximate Number of 156 g Cans/Day ³	kcal/day	Canned Approximate Number of 156 g Cans/Day ³
5	2.3	84	3/4	129	1 1/8
8	3.6	131	1 1/8	202	1 3/4
12	5.4	197	1 3/4	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
25 ⁴	11.4	415	3 5/8	638	5 5/8
CALORIE CONTENT (CALCULATED) ²					
		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



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



AVERAGE NUTRIENT CONTENT

	WITH SALMON		
	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	14.07 g	10.34%	51.70%
Fat	3.95 g	2.90%	14.51%
Carbohydrate	4.95 g	3.64%	18.18%
Crude Fiber	2.20 g	1.62%	8.08%
Total Dietary Fiber	3.66 g	2.69%	13.45%
Soluble Fiber	0.12 g	0.09%	0.45%
Insoluble Fiber	3.54 g	2.60%	13.00%
Calcium	0.34 g	0.25%	1.24%
Phosphorus	0.28 g	0.20%	1.01%
Potassium	0.23 g	0.17%	0.83%
Sodium	0.08 g	0.06%	0.30%
Chloride	0.41 g	0.30%	1.52%
Magnesium	0.03 g	0.02%	0.09%
Copper	0.50 mg	3.70 mg/kg	18.52 mg/kg
Zinc	6.85 mg	50 mg/kg	252 mg/kg
Taurine	0.11 g	0.08%	0.42%
Vitamin A	1,087 IU	7,990 IU/kg	39,949 IU/kg
Vitamin E	15.02 IU	110 IU/kg	552 IU/kg
Total Omega-6 Fatty Acids	0.82 g	0.61%	3.03%
Total Omega-3 Fatty Acids	0.05 g	0.04%	0.19%
EPA+DHA	0.02 g	0.01%	0.06%

DIGESTION TEST RESULTS†

DIGESTIBILITY:	SALMON
Total, %	79.6
Protein, %	93.0
Fat, %	94.8
Carbohydrate, %	65.3
Calorie, %	84.1
PERCENTAGE OF METABOLIZABLE ENERGY FROM:	
Protein, %	49.1
Fat, %	33.5
Carbohydrate, %	17.4

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

PACKAGING

Sizes available

OM Savory Selects Overweight Management® With Salmon	Cases, 24 x 156 g cans
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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.



UR URINARY[®] St/Ox[®]

FELINE FORMULA

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



Actual Size



AVAILABLE SIZES
Bags of 2.72 and 7.26 kgs
Cases of 24 x 156 g cans



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 ¹						
BODY WEIGHT		FOR WEIGHT LOSS			FOR MAINTENANCE	
lbs	kg	kcal/day	Dry Approximate Number of 250 ml Cups/Day ³	kcal/day	Dry Approximate Number of 250 ml Cups/Day ³	Canned Approximate Number of 156 g Cans/Day ³
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	1 3/8	2 3/8
20	9.1	331	1 1/8	510	1 3/4	3
25 ⁴	11.4	415	1 3/8	638	2 1/4	3 3/4
CALORIE CONTENT (CALCULATED) ²						
				3149 kcal/kg	1115 kcal/kg	
				3.149 kcal/g	1.115 kcal/g	
				287 kcal/250 ml cup	173 kcal/156 g can	



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. C253720

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%

DIGESTION TEST RESULTS†

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 OF METABOLIZABLE ENERGY FROM:		
Protein, %	46.0	35.0
Fat, %	24.5	54.2
Carbohydrate, %	29.5	10.8

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

PACKAGING	Sizes available	Cups per size
UR Urinary® St/Ox®	Cases, 24 x 156 g cans	
	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.



AVAILABLE SIZE
Cases of 24 x 156 g cans

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

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



AVERAGE NUTRIENT CONTENT

	TURKEY & GIBLETS 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:		
Protein, %	55.4	53.9
Fat, %	30.5	32.1
Carbohydrate, %	14.1	14.0

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

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

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.

essentialcare®

KITTEN FORMULA

Immune Health:

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



Actual Size



AVAILABLE SIZES
Bags of 1.6 kg and 3.6 kg
Cases of 24 x 85 g cans

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 ¹				
AGE OF KITTEN	WEIGHT		DRY	CANNED
	lbs	kg	Approximate Number of 250 ml (8 oz) Cups/Day	Approximate Number of 85 g (3 oz) Cans/Day
3 - 6	2/3 - 1 1/3	0.3 - 0.6	1/4 - 1/3	1 - 1 1/2
7 - 23	1 1/2 - 5	0.7 - 2.3	1/3 - 3/4	1 2/3 - 2 3/4
24 - 52	5 1/3 - 14	2.4 - 6.4	1/3 - 3/4	2 3/4 - 3
Over 1 year			3/4	3
CALORIE CONTENT (ME) (CALCULATED) ²				
			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 bisulphite 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

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

PACKAGING	Sizes available	Cups per size
essentialcare® Kitten Formula	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).



essentialcare®

ADULT FORMULA FOR CATS

Helps maintain urinary tract health (dry formula)



Actual Size



AVAILABLE SIZES
Bags of 1.6 kg and 3.6 kg
Cases of 24 x 85 g cans



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 ¹			
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 - 2/3	1.5 - 3
10 - 14	4.5 - 6.3	2/3 - 1	3 - 4.5
CALORIE CONTENT (ME) (FED) ²			
		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†

DIGESTIBILITY:	DRY	CANNED
Total, %	86.3	n/a
Protein, %	88.0	n/a
Fat, %	89.2	n/a
Carbohydrate, %	90.9	n/a
PERCENTAGE OF METABOLIZABLE ENERGY FROM:		
Protein, %	30.50	53.6
Fat, %	31.80	30.6
Carbohydrate, %	37.60	15.8

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

PACKAGING	Sizes available	Cups per size
essentialcare® Adult Formula For Cats	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® Adult Formula For Cats. Provide fresh water in a clean container daily.

² Kilocalories of metabolizable energy (ME).

essentialcare®

INDOOR FORMULA FOR ADULT CATS

Body Condition:

High protein level helps maintain lean body mass.



Actual Size



AVAILABLE SIZES
Bags of 1.6 kg and 3.6 kg
Cases of 24 x 85 g cans



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 ¹				
WEIGHT AT MATURITY		DRY		CANNED
		WEIGHT LOSS	WEIGHT MAINTENANCE	WEIGHT MAINTENANCE
lbs	kg	Approximate Number of 250 ml (8 oz) Cups/Day ³	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	1/3 - 2/3	1 - 2.5
10 - 14	4.5 - 6.3	1/2 - 3/4	2/3 - 1	3 - 4
CALORIE CONTENT (ME) (FED) ²				
		3733 kcal/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 mixed-tocopherols (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-2-polyphosphate (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

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

PACKAGING	Sizes available	Cups per size
essentialcare® Adult Formula For Cats	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® Indoor Formula For Adult Cats. Provide fresh water in a clean container daily.

² Kilocalories of metabolizable energy (ME).

essentialcare®

SENIOR FORMULA FOR CATS

Body Condition:

High protein level helps maintain lean body mass.



Actual Size



AVAILABLE SIZES
Bags of 1.6 kg and 3.6 kg
Cases of 24 x 85 g cans



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 GUIDE¹

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	1 1/3 - 2 1/2
10 - 14	4.5 - 6.3	2/3 - 3/4	2 3/4 - 3 3/4
CALORIE CONTENT (ME) (CALCULATED) ²		CALORIE CONTENT (ME) (FED) ²	
		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 by-products, 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

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

PACKAGING	Sizes available	Cups per size
essentialcare® Senior Formula For Cats	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)	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® FELINE FORMULA  **EN GASTROENTERIC® DRY KITTEN FEEDING INSTRUCTIONS¹**
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

EN GASTROENTERIC® FELINE FORMULA  **EN GASTROENTERIC® CANNED KITTEN FEEDING INSTRUCTIONS¹**
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

EN GASTROENTERIC NATURALS® FELINE FORMULA  **EN GASTROENTERIC NATURALS® DRY KITTEN FEEDING INSTRUCTIONS¹**
 WITH ADDED VITAMINS, MINERALS & NUTRIENTS
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

EN GASTROENTERIC NATURALS® FELINE FORMULA  **EN GASTROENTERIC NATURALS® CANNED KITTEN FEEDING INSTRUCTIONS¹**
 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

EN GASTROENTERIC® FELINE FORMULA  **EN SAVORY SELECTS GASTROENTERIC™ CANNED KITTEN FEEDING INSTRUCTIONS¹**
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



95	Calming Care Canine Probiotic Supplement
96	Dental Chewz™ Canine Treats
97	Digestive Health Bites Canine Treats
98	FortiFlora® Canine Probiotic Supplement
99	FortiFlora PRO Synbiotic Action™ Canine Supplement
100	Calming Care Feline Probiotic Supplement
101	Crunchy Bites Feline Treats
102	FortiFlora® Feline Probiotic Supplement
103	FortiFlora PRO Synbiotic Action™ Feline Supplement
104	Hydra Care™ Feline Hydration Supplement
105	Urinary Health Feline Treats





CANINE FORMULAS

FELINE FORMULAS

RESOURCES

**INGREDIENTS
GLOSSARY**



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 1x10⁹ 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

Dental Chewz™

CANINE TREATS

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.



www.VOHC.org



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



Actual Size

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
2.636 kcal/g
8 kcal/piece

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



FortiFlora®

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

Medical Contraindications:

- Severely immune compromised dogs



Gastrointestinal Health:

- Probiotic supplement for the dietary management of puppies and adult dogs with diarrhea
- Contains a probiotic proven to promote normal intestinal microflora
- 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

Immune Health:

- Promotes a strong immune system at both the local and systemic levels
- Promotes increased fecal IgA levels in adult dogs

General Health:

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

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



FortiFlora® PRO

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 puppies 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

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 1x10⁹ CFU
 Vitamin E 100 IU

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

Crunchy Bites

CANINE TREATS

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



www.VOHC.org



Actual Size

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
1.5 kcal/piece

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



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

FortiFlora® PRO

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%
CALORIE CONTENT (CALCULATED)		
	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:
 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

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



*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			
18 kcal/85 g pouch			

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

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



Actual Size

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)			
	3390 kcal/kg		
	3.390 kcal/g		
	1.1 kcal/piece		

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





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

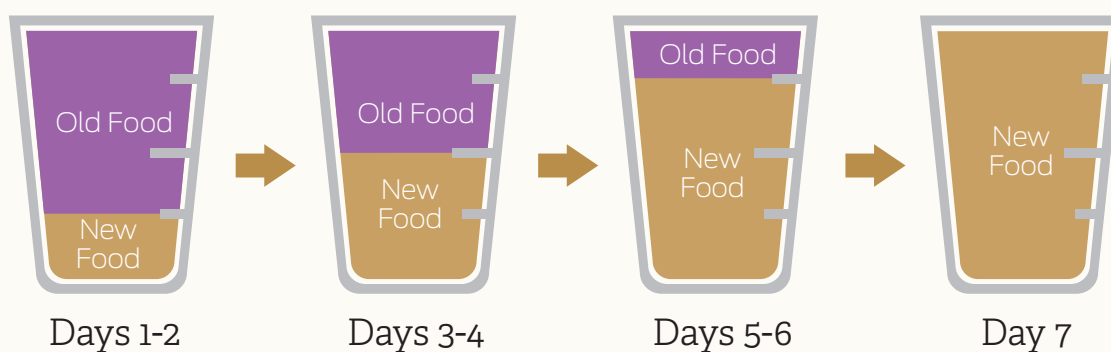






Transitioning Made Simple

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.





HA HYDROLYZED®

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



EN GASTROENTERIC®

- 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



EN GASTROENTERIC®
NATURALS®

WITH ADDED VITAMINS, MINERALS & NUTRIENTS

- 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



EN GASTROENTERIC®
LOW FAT

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



EN GASTROENTERIC®
FIBER BALANCE

- 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 imbalance
- 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.**





Fecal Scoring Chart

SCORE	SPECIMEN EXAMPLE	CHARACTERISTICS
1		<ul style="list-style-type: none"> · Very hard and dry · Often expelled as individual pellets · Requires much effort to expel from body · Leaves no residue on ground when picked up
2		<ul style="list-style-type: none"> · Firm, but not hard, pliable · Segmented in appearance · Little or no residue on ground when picked up
3		<ul style="list-style-type: none"> · Log shaped, moist surface · Little or no visible segmentation · Leaves residue on ground, but holds form when picked up
4		<ul style="list-style-type: none"> · Very moist and soggy · Log shaped · Leaves residue on ground and loses form when picked up
5		<ul style="list-style-type: none"> · Very moist but has a distinct shape · Present in piles rather than logs · Leaves residue on ground and loses form when picked up
6		<ul style="list-style-type: none"> · Has texture, but no defined shape · Present as piles or spots · Leaves residue on ground when picked up
7		<ul style="list-style-type: none"> · Watery · 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

* In some cases both small bowel and large bowel are affected and clinical signs will vary.

RECOMMENDED FORMULAS

Canine – Small Bowel



Feline – Small Bowel



Canine – Large Bowel



Feline – Large Bowel

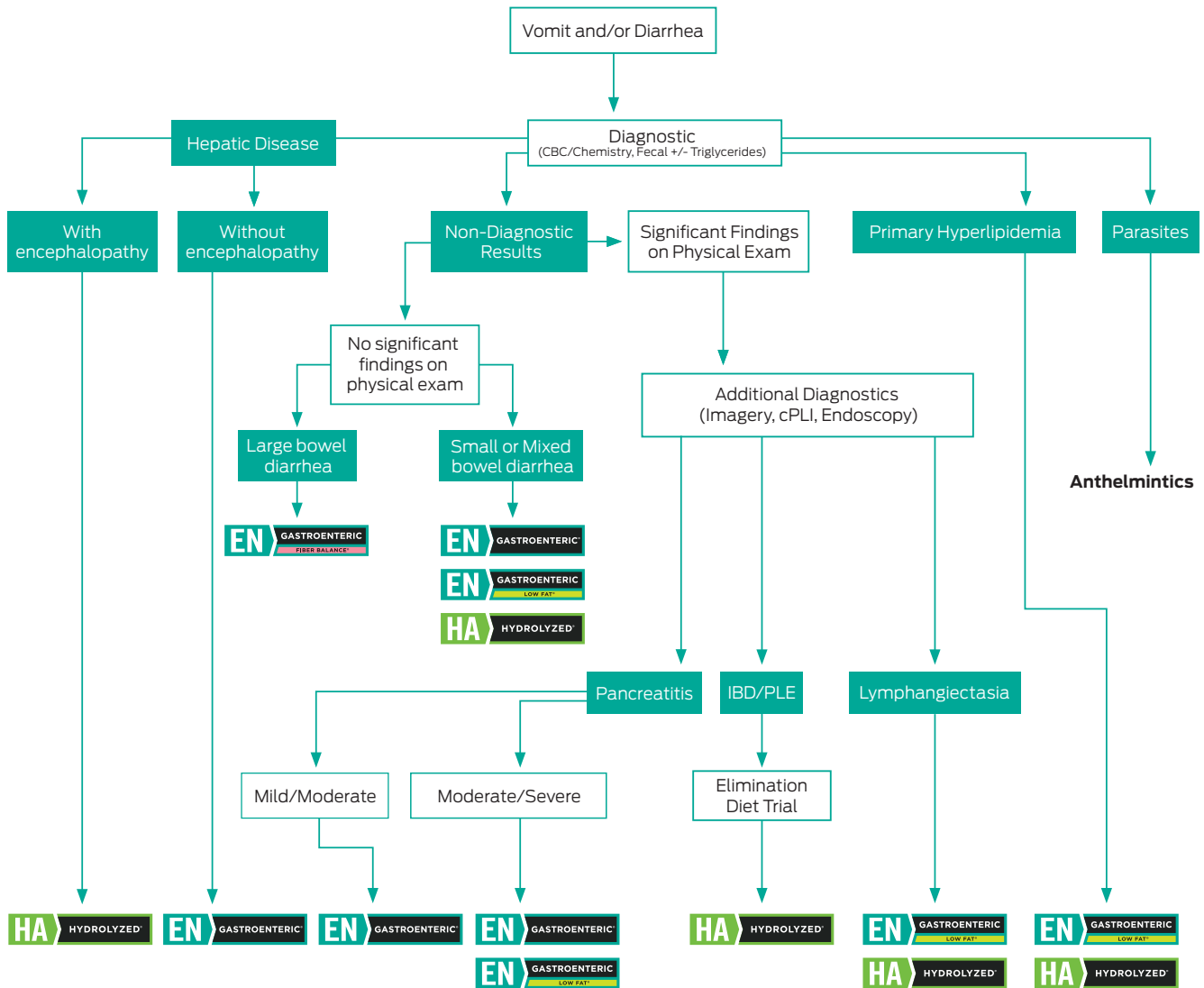


For more information, visit www.ProPlanVeterinaryDiets.ca or call us at 1-866-884-VETS (8387).

Have a Case consult? We are here to help. Contact our Canadian Veterinary Resource Centre at canadavetconsult@purina.nestle.com.



EVALUATING PATIENTS WITH GI CONDITIONS





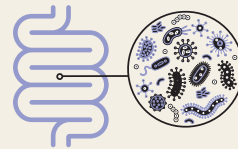
Probiotics can be part of a **healthy daily routine** for your patients

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:

70%

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

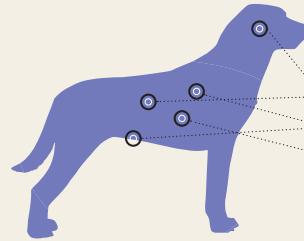


Why is Microbiome Balance So Important?

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.

What can lead to dysbiosis?

Antibiotics	Illness
Stress	Diet change
Age	Weaning



Dysbiosis is associated with a variety of health conditions:²

- IBD
- Obesity
- Cardiovascular disease
- Immune-mediated conditions
- Neurodevelopmental conditions

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.³

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

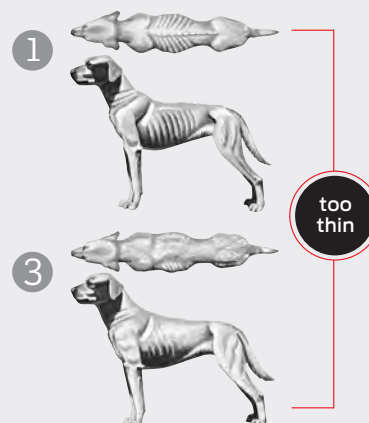
Products that contain both prebiotics and probiotics are called synbiotics.

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 2. Barko PC, McMichael MA, Swanson KA, et al. The Gastrointestinal Microbiome: A Review. *J Vet Intern Med*. 2018. Jan;32(1):9-25.
 3. Food and Agriculture Organization and World Health Organization Expert Consultation. Evaluation 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 & 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):2216-21.
 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.

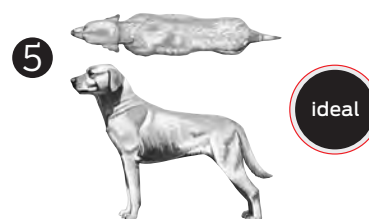
Canine Body Condition System



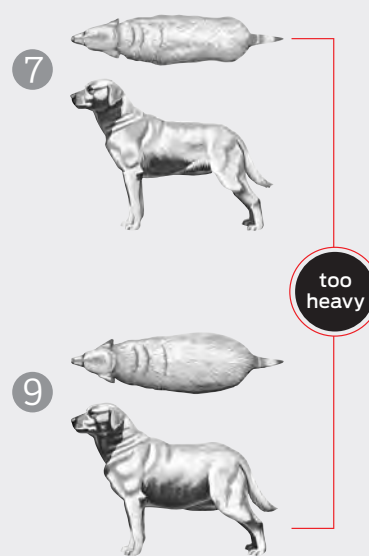
1. Ribs, lumbar vertebrae, pelvic bones and all bony prominences evident from a distance. No discernible body fat. Obvious loss of muscle mass.
2. Ribs, lumbar vertebrae, pelvic bones easily visible. No palpable fat. Some evidence of other bony prominence. Minimal loss of muscle mass.
3. Ribs easily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



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



6. Ribs palpable with slight excess fat covering. Waist is discernible viewed from above but is not prominent. Abdominal tuck apparent.
7. 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.
8. 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.
9. Massive fat deposits over thorax, spine and base of tail. Waist and abdominal tuck absent. Fat deposits on neck and limbs. Obvious abdominal distention.



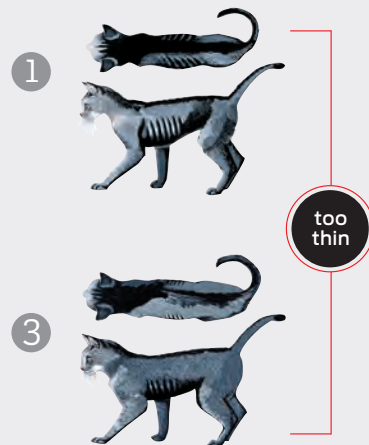
For more information, visit www.ProPlanVeterinaryDiets.ca or call us at 1-866-884-VETS (8387).
 Have a Case consult? We are here to help. Contact our Canadian Veterinary Resource Centre at canadavetconsult@purina.nestle.com.



Feline Body Condition System



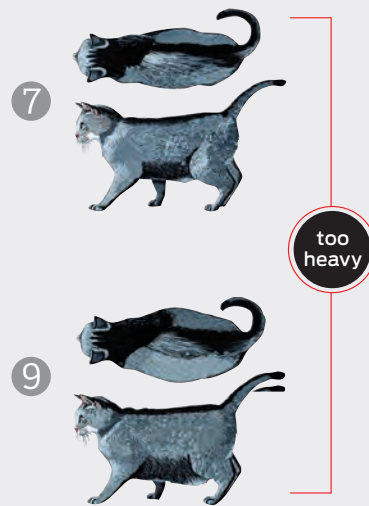
1. Ribs visible on short-haired cats. No palpable fat. Severe abdominal tuck. Lumbar vertebrae and wings of ilia easily palpated.
2. Ribs easily visible on short-haired cats. Lumbar vertebrae obvious with minimal muscle mass. Pronounced abdominal tuck. No palpable fat.
3. Ribs easily palpable with minimal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



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



6. Ribs palpable with slight excess fat covering. Waist and abdominal fat pad distinguishable but not obvious. Abdominal tuck absent.
7. Ribs not easily palpated with moderate fat covering. Waist poorly discernible. Obvious rounding of abdomen. Moderate abdominal fat pad.
8. Ribs not palpable with excess fat covering. Waist absent. Obvious rounding of abdomen with prominent abdominal fat pad. Fat deposits present over lumbar area.
9. 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 dilution 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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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 age¹:

- 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.

D	DISORIENTATION	<ul style="list-style-type: none"> 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
I	SOCIAL INTERACTIONS	<ul style="list-style-type: none"> More irritable/fearful/aggressive with visitors, family or other animals Decreased interest in approaching, greeting or affection/petting
S	SLEEP/WAKE CYCLES	<ul style="list-style-type: none"> Pacing/restless/sleeps less/waking at night Vocalization at night
H	HOUSESOILING, LEARNING AND MEMORY	<ul style="list-style-type: none"> 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 Difficulty getting dog's attention/increased distraction/decreased focus
A	ACTIVITY	<ul style="list-style-type: none"> 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
A	ANXIETY	<ul style="list-style-type: none"> Increased anxiety when separated from owners More reactive/fearful to visual (sights) or auditory (sounds) stimuli Increased fear of places/locations (e.g., new environments/going outdoors)

¹Salvin, 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



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	BLOOD CREATININE* µmol/l mg/dl SDMA#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 µg/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 usually 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.

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



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of CE credit

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

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

**2.5
HOURS**
of CE credit

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

**2
HOURS**
of CE credit

CANINE NEUROLOGIC AND COGNITIVE HEALTH

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

**6
HOURS**
of CE credit

NUTRITION 301: THERAPEUTIC NUTRITION

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

**.5
HOURS**
of CE credit

ARE YOU A NUTRITION CHAMPION?

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

**1.5
HOURS**
of CE credit

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

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* 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.

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INTRODUCING



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CANINE FORMULAS

FELINE FORMULAS

SUPPLEMENTS & TREATS
























































RESOURCES

INGREDIENTS GLOSSARY



CANINE PRODUCTS UPC

Consumer Selling Unit

	<p>2.72 kg bag size</p>  <p>0 38100 13860 6</p>	<p>8.16 kg bag size</p>  <p>0 38100 13678 7</p>	<p>14.5 kg bag size</p>  <p>0 55800 22970 0</p>	
	<p>2.72 kg bag size</p>  <p>0 38100 17616 5</p>		<p>11.34 kg bag size</p>  <p>0 38100 17618 9</p>	
	<p>2.72 kg bag size</p>  <p>0 38100 13854 5</p>	<p>8.16 kg bag size</p>  <p>0 38100 13670 1</p>	<p>14.5 kg bag size</p>  <p>0 38100 13669 5</p>	<p>380 g can size</p>  <p>0 38100 15932 8</p>
	<p>2.72 kg bag size</p>  <p>0 38100 13858 3</p>	<p>8.16 kg bag size</p>  <p>0 38100 13664 0</p>		
	<p>2.72 kg bag size</p>  <p>0 38100 17594 6</p>	<p>8.16 kg bag size</p>  <p>0 38100 17595 3</p>	<p>14.5 kg bag size</p>  <p>0 38100 17596 0</p>	<p>380 g can size</p>  <p>0 38100 17599 1</p>
	<p>2.72 kg bag size</p>  <p>0 38100 17318 8</p>		<p>14.5 kg bag size</p>  <p>0 38100 17316 4</p>	<p>380 g can size</p>  <p>0 38100 17298 3</p>
	<p>2.72 kg bag size</p>  <p>0 38100 13852 1</p>	<p>7.48 kg bag size</p>  <p>0 38100 13667 1</p>	<p>11.33 kg bag size</p>  <p>0 38100 17254 9</p>	
	<p>2.72 kg bag size</p>  <p>0 38100 16981 5</p>	<p>7.48 kg bag size</p>  <p>0 38100 17004 0</p>	<p>11.33 kg bag size</p>  <p>0 38100 16980 8</p>	<p>377 g can size</p>  <p>0 38100 17989 0</p>
	<p>2.72 kg bag size</p>  <p>0 38100 19009 3</p>	<p>7.48 kg bag size</p>  <p>0 38100 19008 8</p>	<p>11.33 kg bag size</p>  <p>0 38100 19007 7</p>	
	<p>2.72 kg bag size</p>  <p>0 38100 13849 1</p>	<p>8.16 kg bag size</p>  <p>0 38100 13666 4</p>	<p>14.5 kg bag size</p>  <p>0 38100 13665 7</p>	
	<p>2.72 kg bag size</p>  <p>0 38100 17103 0</p>	<p>4.99 kg bag size</p>  <p>0 38100 17667 7</p>	<p>11.3 kg bag size</p>  <p>0 38100 17906 7</p>	
	<p>2.72 kg bag size</p>  <p>0 38100 13846 0</p>	<p>8.16 kg bag size</p>  <p>0 38100 13655 8</p>	<p>15.4 kg bag size</p>  <p>0 38100 13656 5</p>	<p>377 g can size</p>  <p>0 38100 13808 8</p>
	<p>2.72 kg bag size</p>  <p>0 38100 13843 9</p>	<p>8.16 kg bag size</p>  <p>0 38100 13658 9</p>	<p>14.5 kg bag size</p>  <p>0 38100 13659 6</p>	<p>377 g can size</p>  <p>0 38100 13808 8</p>

CANINE PRODUCTS UPC

Consumer Selling Unit

 <p>OM OVERWEIGHT MANAGEMENT™ SELECT BLEND CANINE FORMULA</p>	2.72 kg bag size  0 38100 14963 3	8.16 kg bag size  0 38100 14966 4	14.5 kg bag size  0 38100 14965 7	
 <p>OM METABOLIC RESPONSE + JOINT MOBILITY™ CANINE FORMULA</p>	2.72 kg bag size  0 38100 10035 1	6.9 kg bag size  0 38100 10037 5	10.9 kg bag size  0 38100 10038 2	
 <p>UR URINARY™ Ox/St™ CANINE FORMULA</p>	2.72 kg bag size  0 38100 17108 5	7.48 kg bag size  0 38100 17573 1	11.3 kg bag size  0 38100 17574 8	377 g can size  0 38100 17148 1
 <p>essentialcare PUPPY FORMULA</p>	3.6 kg bag size  0 55800 22473 6	8 kg bag size  0 55800 22509 2		156 g can size  0 55800 20679 4
 <p>essentialcare PUPPY FORMULA LARGE BREED</p>		8 kg bag size  0 55800 22279 4	14 kg bag size  0 55800 34238 6	
 <p>essentialcare ADULT FORMULA FOR DOGS</p>	3.6 kg bag size  0 55800 23207 6	8 kg bag size  0 55800 22499 6	16 kg bag size  0 55800 22512 2	156 g can size  0 55800 42709 0
 <p>essentialcare ADULT FORMULA FOR SMALL BREED</p>	3.6 kg bag size  0 55800 24808 4			
 <p>essentialcare SENIOR FORMULA FOR DOGS</p>	3.6 kg bag size  0 55800 38001 2	8 kg bag size  0 55800 37895 8	14 kg bag size  0 55800 37905 4	
 <p>Calming Care POWDERED CANINE PROBIOTIC SUPPLEMENT</p>	Box of 30 - 1g packets  0 55800 33310 0			
 <p>FortiFlora CANINE PROBIOTIC SUPPLEMENT</p>	Box of 30 - 1g packets  0 55800 36948 2			
 <p>FortiFlora PRO SYNBIOTIC ACTION™ POWDERED CANINE PROBIOTIC & PROBIOTIC SUPPLEMENT</p>	Box of 30 - 2g packets  0 55800 41713 8			
 <p>Dental Chewz CANINE TREATS</p>	142 g pouch  0 38100 11304 7			
 <p>Digestive Health Bites CANINE TREATS</p>	454 g pouch  0 38100 18389 7			



FELINE PRODUCTS UPC

Consumer Selling Unit

	<p>2.72 kg bag size</p>  <p>0 38100 13841 5</p>	<p>7.26 kg bag size</p>  <p>0 55800 22033 2</p>	
	<p>2.72 kg bag size</p>  <p>0 38100 01675 1</p>	<p>4.54 kg bag size</p>  <p>0 38100 13839 2</p>	<p>156 g can size</p>  <p>0 38100 13799 9</p>
			<p>156 g can size</p>  <p>0 38100 15067 7</p>
	<p>2.72 kg bag size</p>  <p>0 38100 12270 4</p>	<p>4.54 kg bag size</p>  <p>0 38100 13837 8</p>	<p>156 g can size</p>  <p>0 38100 13635 0</p>
	<p>WITH CHICKEN IN SAUCE 156 g can size</p>  <p>0 38100 19243 1</p>	<p>WITH SALMON IN SAUCE 156 g can size</p>  <p>0 38100 19241 1</p>	
	<p>2.72 kg bag size</p>  <p>0 38100 17321 8</p>	<p>4.54 kg bag size</p>  <p>0 38100 17306 5</p>	<p>156 g can size</p>  <p>0 38100 17304 1</p>
	<p>1.81 kg bag size</p>  <p>0 38100 14541 3</p>	<p>3.63 kg bag size</p>  <p>0 38100 14564 2</p>	
	<p>1.43 kg bag size</p>  <p>0 38100 17900 5</p>	<p>3.63 kg bag size</p>  <p>0 38100 17901 2</p>	<p>156 g can size</p>  <p>0 38100 17956 2</p>
	<p>1.43 kg bag size</p>  <p>0 38100 17887 9</p>	<p>3.63 kg bag size</p>  <p>0 38100 17888 6</p>	<p>156 g can size</p>  <p>0 38100 17902 9</p>
	<p>2.72 kg bag size</p>  <p>0 38100 13832 3</p>	<p>7.26 kg bag size</p>  <p>0 38100 13662 6</p>	<p>156 g can size</p>  <p>0 38100 13810 1</p>
	<p>WITH CHICKEN IN SAUCE 156 g can size</p>  <p>0 38100 18370 5</p>	<p>WITH TURKEY IN SAUCE 156 g can size</p>  <p>0 38100 15064 6</p>	<p>WITH SALMON IN SAUCE 156 g can size</p>  <p>0 38100 18372 9</p>
	<p>2.72 kg bag size</p>  <p>0 38100 13830 9</p>	<p>7.26 kg bag size</p>  <p>0 38100 13663 3</p>	<p>156 g can size</p>  <p>0 38100 12014 4</p>



FELINE PRODUCTS UPC

Consumer Selling Unit



TURKEY & GIBLETS RECIPE | IN SAUCE
156 g can size



SALMON RECIPE | IN SAUCE
156 g can size



1.6 kg bag size



3.6 kg bag size



85 g can size



1.6 kg bag size



3.6 kg bag size



85 g can size



1.6 kg bag size



3.6 kg bag size



85 g can size



1.6 kg bag size



3.6 kg bag size



85 g can size



Box of 30 - 1 g packets



Box of 30 - 1 g packets



Box of 30 - 1.5 g packets



Box of 12 - 85 g packets



51 g pouch



51 g pouch





Ingredients Glossary



CANINE FORMULAS

FELINE FORMULAS

**SUPPLEMENTS
& TREATS**

RESOURCES





CANINE FORMULAS

FELINE FORMULAS

**SUPPLEMENTS
& TREATS**

RESOURCES

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
<i>Bifidobacterium longum</i> 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
Calcium carbonate	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
<i>Enterococcus faecium</i>	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 chewy
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 or chicken liver	Chicken or chicken liver that has been enzymatically digested to 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 protein isolate	Product resulting from hydrolysis of dehulled soybeans after the non-protein components have been removed. High-quality 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-polyphosphate	Source of vitamin C
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 monohydrochloride	Source of lysine, an essential amino acid which aids in protein synthesis
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

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	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
Soybean 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 hydroquinone; 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.

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





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