



CANINE MAINTENANCE
NUTRITION

PURINA® PRO PLAN® CANINE RANGE – MAINTENANCE DIETS

STARTER

For mothers and puppies
from 4 weeks of age and
gestating / lactating bitches

SMALL & MEDIUM MOTHER & PUPPIES (< 25 kg adult weight)

LARGE MOTHER & PUPPIES (> 25 kg adult weight)

HEALTHY START

For puppies and
gestating / lactating bitches

SMALL & MINI PUPPY (< 10 kg adult weight)

MEDIUM PUPPY (10-25 kg adult weight)

LARGE ATHLETIC PUPPY (> 25 kg adult weight with an athletic physique)

LARGE ROBUST PUPPY (> 25 kg adult weight with a robust physique)

EVERYDAY NUTRITION

For adult dogs

SMALL & MINI ADULT (< 10 kg body weight)

MEDIUM ADULT (10-25 kg body weight)

LARGE ATHLETIC ADULT (> 25 kg body weight with an athletic physique)

LARGE ROBUST ADULT (> 25 kg body weight with a robust physique)

SENSITIVE SKIN

For puppies, adult and senior
dogs with sensitive skin, suitable
for gestating / lactating bitches

SMALL & MINI PUPPY (< 10 kg adult weight)

MEDIUM PUPPY (10-25 kg adult weight)

SMALL & MINI ADULT (< 10 kg body weight)

MEDIUM ADULT (10-25 kg body weight)

LARGE ATHLETIC ADULT (> 25 kg body weight with an athletic physique)

LARGE ROBUST ADULT (> 25 kg body weight with a robust physique)

MEDIUM & LARGE ADULT 7+ (> 10 kg body weight)

To help you in your daily practice, we provide the “average” nutrient values, which are representative of what is in the product. These may not always correspond to the labelling values under “nutritional additives”. For additives, the EU feed regulation requires that the “added” values be declared, which is different to the “average” content found in the product (representative of process losses and nutrients brought by the ingredients) (REGULATION (EC) No 767/2009).

PURINA® PRO PLAN® CANINE RANGE – MAINTENANCE DIETS

SENSITIVE DIGESTION

For puppies and adult dogs with sensitive digestion, suitable for gestating / lactating bitches

MEDIUM PUPPY (10-25 kg adult weight)

LARGE ATHLETIC PUPPY (> 25 kg adult weight with an athletic physique)

LARGE ROBUST PUPPY (> 25 kg adult weight with a robust physique)

SMALL & MINI ADULT (< 10 kg body weight)

MEDIUM ADULT (10-25 kg body weight)

LARGE ATHLETIC ADULT (> 25 kg body weight with an athletic physique)

LARGE ROBUST ADULT (> 25 kg body weight with a robust physique)

GRAIN FREE SENSITIVE DIGESTION

For puppies and adult dogs with sensitive digestion, suitable for gestating / lactating bitches

GRAIN FREE FORMULA ALL SIZE PUPPY

GRAIN FREE FORMULA SMALL & MINI ADULT (< 10 kg body weight)

GRAIN FREE FORMULA MEDIUM & LARGE ADULT (> 10 kg body weight)

LIGHT / STERILISED

For overweight or sterilised adult dogs

SMALL & MINI ADULT (< 10 kg body weight)

ALL SIZE ADULT

PERFORMANCE

For active adult dogs

ALL SIZE ADULT

AGE DEFENCE

For small & mini dogs aged 9+ and medium & large dogs aged 7+

SMALL & MINI ADULT 9+ (< 10 kg body weight)

MEDIUM & LARGE ADULT 7+ (> 10 kg body weight)

DUO DELICE

For adult dogs

SMALL & MINI ADULT (< 10 kg body weight)

MEDIUM & LARGE ADULT (> 10 kg body weight)

BISCUITS

Complementary dog food for adult dogs

ALL SIZE ADULT

SMALL & MEDIUM MOTHER & PUPPIES STARTER

Complete pet food for small & medium size mothers and puppies from 4 weeks of age and gestating / lactating bitches.



Easy to
soak kibbles
to support
switch to
solid food

- ✓ Weaning and growth (up to 6 months of age)
- ✓ Gestation and lactation



12 kg and 18 kg

KEY BENEFITS



Provides nutritional support when switching to solid food



Enriched with colostrum, helps strengthen puppies' immune response up to 50% more



Inclusion of maltodextrin to limit starch content and help reduce gastrointestinal upsets

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (20%), dried poultry protein, corn, rice (10%), soya meal, animal fats, dried beet pulp, digest, maltodextrin (3.6%), corn protein meal, dried egg, fish oil, minerals, corn grits, dried colostrum (0.1%).

KEY NUTRIENT VALUES*

Moisture	8.0%	Starch	19.5%
Protein	31.0%	Calcium	1.4%
Fat	19.0%	Phosphorus	0.94%
- Omega-6 fatty acids	2.1%	Vitamin A	17725 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin D ₃	1039 IU/kg
- DHA	0.07%	Vitamin E	201 IU/kg
- EPA+DHA	0.17%		
Carbohydrate	32.0%	Metabolisable energy (ME) ¹	4015 kcal/kg
Crude fibre	2.5%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day) BASED ON PREGNANCY STAGE

Mother Body Weight (kg)	Gestation (6 – 9 weeks)	Lactation
1	40 – 50	Ad libitum
5	110 – 140	
10	180 – 225	
15	235 – 295	
20	285 – 360	
25	330 – 420	

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT

Puppy's expected Adult Body Weight (kg)	1 month	1.5 months	3 months	4 months	6 months
1	5 + milk	30	45	50	50
5	5 + milk	80	125	130	135
10	10 + milk	105	180	195	210
15	10 + milk	130	230	270	295
20	10 + milk	145	270	320	360
25	10 + milk	150	295	330	415

Mother milk or dog milk replacer is intended to be the sole source of nutrients for the puppy before the age 3-4 weeks old, when solid food may be introduced progressively. The recommended feeding practice is to provide 3-4 meals a day. Dry food should be mixed with warm water (30-40°C). Water addition shall be gradually reduced as weaning progresses.

LARGE MOTHER & PUPPIES STARTER

Complete pet food for large size mothers and puppies from 4 weeks of age and gestating / lactating bitches.



Easy to soak kibbles to support switch to solid food



12 kg and 18 kg

KEY BENEFITS

- ✓ Weaning and growth (up to 6 months of age)
- ✓ Gestation and lactation



Provides nutritional support when switching to solid food



Enriched with colostrum, helps strengthen puppies' immune response up to 50% more



Inclusion of maltodextrin to limit starch content and help reduce gastrointestinal upsets

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (20%), dried poultry protein, rice (10%), corn, soya meal, animal fats, dried beet pulp, digest, maltodextrin (4%), corn protein meal, dried egg, minerals, fish oil, dried colostrum (0.1%).

KEY NUTRIENT VALUES*

Moisture	8.0%	Starch	20.0%
Protein	30.5%	Calcium	1.4%
Fat	18.0%	Phosphorus	0.94%
- Omega-6 fatty acids	2.0%	Vitamin A	17668 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin D ₃	1036 IU/kg
- DHA	0.07%	Vitamin E	203 IU/kg
- EPA+DHA	0.17%	Metabolisable energy (ME) ¹	3949 kcal/kg
Carbohydrate	33.0%		
Crude fibre	2.5%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day) BASED ON PREGNANCY STAGE

Mother Body Weight (kg)	Gestation (6 – 9 weeks)	Lactation
25	335 – 425	Ad libitum
35	420 – 535	
45	495 – 630	
60	600 – 765	
70	665 – 850	

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT

Puppy's expected Adult Body Weight (kg)	1 month	1.5 months	3 months	4 months	6 months
25	10 + milk	150	300	335	425
35	10 + milk	185	315	390	455
45	15 + milk	200	305	410	460
60	15 + milk	255	405	485	590
70	15 + milk	280	450	540	655

Mother milk or dog milk replacer is intended to be the sole source of nutrients for the puppy before the age 3-4 weeks old, when solid food may be introduced progressively. The recommended feeding practice is to provide 3-4 meals a day. Dry food should be mixed with warm water (30-40°C). Water addition shall be gradually reduced as weaning progresses.

SMALL & MINI PUPPY HEALTHY START

Complete pet food for small & mini size puppies.
Also suitable for gestating / lactating bitches.



With colostrum, proven to support immune response



KEY BENEFITS

- ✓ Weaning and growth (up to 9 or 12 months of age according to the puppy size)
- ✓ Gestation and lactation



Enriched with colostrum, helps strengthen puppies' immune response up to 50% more



Adapted combination of protein and fat contents to promote healthy growth and long term health



Formulated for total dental care

700 g, 3 kg, 7 kg and 18 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (20%), dried poultry protein, wheat, animal fats, soya meal, rice (7%), corn protein meal, dried beet pulp, corn, wheat gluten, minerals, fish oil, dried egg, digest, dried colostrum (0.1%).

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.53%
Protein	32.0%	Phosphorus	1.12%
Fat	21.0%	Vitamin A	21055 IU/kg
- Omega-6 fatty acids	2.4%	Vitamin D ₃	1183 IU/kg
- Omega-3 fatty acids	0.4%	Vitamin E	228 IU/kg
- DHA	0.07%	Vitamin C	60 mg/kg
- EPA+DHA	0.17%	Metabolisable energy (ME) ¹	4133 kcal/kg
Carbohydrate	29.0%		
Crude fibre	2.0%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT						BASED ON PREGNANCY STAGE		
Puppy's expected Adult Body Weight (kg)	Puppy's age (month)					Mother Body Weight (kg)	Gestation	Lactation
	1.5 – 3	4 – 5	6 – 8	9 – 11	12 – 24		6 – 9 weeks	
1	30 – 45	50 – 45	45 – 40	40 – 35	35 – Adult	1	35 – 45	Ad libitum
5	75 – 120	125 – 130	130 – 120	115 – 110	110 – Adult	5	110 – 140	
10	100 – 170	190 – 200	205 – 175	175 – 165	165 – Adult	10	175 – 220	

Weaning: from 4 to 8 weeks of age, offer moistened PRO PLAN® Puppy 3-4 times per day, gradually reducing the amount of fluid added.

After weaning: feed according to the guidelines in the table, without the addition of extra moisture.

MEDIUM PUPPY HEALTHY START

Complete pet food for medium size puppies.
Also suitable for gestating / lactating bitches.



With colostrum, proven to support immune response



3 kg, 12 kg and 18 kg

KEY BENEFITS

- ✓ Weaning and growth (up to 18 months of age according to the puppy size)
- ✓ Gestation and lactation



Enriched with colostrum, helps strengthen puppies' immune response up to 50% more



Adapted combination of protein and fat contents to promote healthy growth and long term health



A combination of key nutrients that helps to support healthy joints for your puppy's active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (20%), dried poultry protein, wheat, soya meal, animal fats, rice (8%), corn, digest, dried beet pulp, corn protein meal, minerals, fish oil, dried egg, dried colostrum (0.1%).

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.5%
Protein	30.0%	Phosphorus	1.02%
Fat	19.0%	Vitamin A	18129 IU/kg
- Omega-6 fatty acids	2.3%	Vitamin D ₃	1037 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	207 IU/kg
- DHA	0.07%	Vitamin C	60 mg/kg
- EPA+DHA	0.17%		
Carbohydrate	33.5%	Metabolisable energy (ME) ¹	4050 kcal/kg
Crude fibre	2.0%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT						BASED ON PREGNANCY STAGE		
Puppy's expected Adult Body Weight (kg)	Puppy's age (month)					Mother Body Weight (kg)	Gestation 6 – 9 weeks	Lactation
	1.5 – 3	4 – 5	6 – 8	9 – 11	12 – 24			
1	30 – 45	50 – 45	45 – 40	40	40 – Adult	1	40 – 50	Ad libitum
5	80 – 125	130 – 135	135 – 115	115 – 110	110 – Adult	5	110 – 140	
10	100 – 175	195 – 205	205 – 180	180 – 175	175 – Adult	10	175 – 225	
15	130 – 230	265 – 285	290 – 275	260 – 245	225 – Adult	15	230 – 295	
20	145 – 265	320 – 350	355 – 340	320 – 300	275 – Adult	20	280 – 360	
25	145 – 295	325 – 380	315 – 385	375 – 355	325 – Adult	25	325 – 415	
35	180 – 305	380 – 410	440 – 485	510 – 475	415 – 405	35	410 – 520	
45	195 – 300	400 – 430	450 – 495	530 – 510	465 – 455	45	485 – 615	
60	250 – 395	475 – 535	575 – 650	690 – 650	575 – 570	60	585 – 745	
70	275 – 440	525 – 590	640 – 720	765 – 722	635 – 630	70	650 – 830	

Weaning: from 4 to 8 weeks of age, offer moistened PRO PLAN® Puppy 3-4 times per day, gradually reducing the amount of fluid added.

After weaning: feed according to the guidelines in the table, without the addition of extra moisture.

LARGE ATHLETIC PUPPY HEALTHY START

Complete pet food for large size puppies with an athletic physique. Also suitable for gestating / lactating bitches.



With colostrum, proven to support immune response



KEY BENEFITS

- ✓ Weaning and growth (up to 24 months of age according to the puppy size)
- ✓ Gestation and lactation



Enriched with colostrum, helps strengthen puppies' immune response up to 50% more



Adapted combination of protein and fat contents to promote healthy growth and long term health



Formulated for large breed puppies with an athletic physique to help support healthy joints and active lifestyle

3 kg, 12 kg and 18 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (19%), wheat, dried poultry protein, rice (9%), soya meal, animal fats, digest, corn protein meal, wheat gluten, corn, dried beet pulp, minerals, dried egg, fish oil, dried colostrum (0.1%).

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.5%
Protein	32.0%	Phosphorus	1.0%
Fat	18.0%	Vitamin A	17276 IU/kg
- Omega-6 fatty acids	2.2%	Vitamin D ₃	1000 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	203 IU/kg
- DHA	0.07%	Vitamin C	60 mg/kg
- EPA+DHA	0.17%	Taurine	1535 mg/kg
Carbohydrate	32.5%	Metabolisable energy (ME) ¹	4011 kcal/kg
Crude fibre	2.0%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT						BASED ON PREGNANCY STAGE		
Puppy's expected Adult Body Weight (kg)	Puppy's age (month)					Mother Body Weight (kg)	Gestation	Lactation
	1.5 – 3	4 – 5	6 – 8	9 – 11	12 – 24		6 – 9 weeks	
25	150 – 300	330 – 385	415 – 400	380 – 355	330 – Adult	25	330 – 420	Ad libitum
35	185 – 310	385 – 415	445 – 490	515 – 480	420 – 400	35	415 – 525	
45	200 – 300	405 – 435	455 – 500	535 – 515	470 – 455	45	490 – 620	
60	250 – 400	480 – 540	580 – 655	695 – 660	580 – 565	60	590 – 755	
70	275 – 445	530 – 600	645 – 725	770 – 730	640 – 630	70	655 – 835	

Weaning: from 4 to 8 weeks of age, offer moistened PRO PLAN® Puppy 3-4 times per day, gradually reducing the amount of fluid added.

After weaning: feed according to the guidelines in the table, without the addition of extra moisture.

LARGE ROBUST PUPPY HEALTHY START



With colostrum, proven to support immune response

Complete pet food for large size puppies with a robust physique. Also suitable for gestating / lactating bitches.



KEY BENEFITS

- ✓ Weaning and growth (up to 24 months of age according to the puppy size)
- ✓ Gestation and lactation



Enriched with colostrum, helps strengthen puppies' immune response up to 50% more



Adapted combination of protein and fat contents to promote healthy growth and long term health



Formulated for large breed puppies with a robust physique to help support healthy joints and active lifestyle

3 kg, 12 kg and 18 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (18%), dried poultry protein, rice (15%), wheat, soya meal, corn, animal fats, wheat middlings, digest, dried beet pulp, corn protein meal, wheat gluten, minerals, dried egg, fish oil, dried colostrum (0.1%).

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.44%
Protein	29.0%	Phosphorus	1.02%
Fat	15.0%	Vitamin A	16669 IU/kg
- Omega-6 fatty acids	1.9%	Vitamin D ₃	955 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	202 IU/kg
- DHA	0.07%	Vitamin C	60 mg/kg
- EPA+DHA	0.16%	Taurine	1479 mg/kg
Carbohydrate	38.0%	L-carnitine	200 mg/kg
Crude fibre	2.5%	Metabolisable energy (ME) ¹	3823 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT						BASED ON PREGNANCY STAGE		
Puppy's expected Adult Body Weight (kg)	Puppy's age (month)					Mother Body Weight (kg)	Gestation 6 – 9 weeks	Lactation
	1.5 – 3	4 – 5	6 – 8	9 – 11	12 – 24			
25	155 – 310	345 – 405	435 – 420	395 – 375	345 – Adult	25	345 – 440	Ad libitum
35	195 – 325	405 – 435	470 – 515	540 – 500	440 – 435	35	435 – 550	
45	210 – 315	425 – 455	475 – 525	560 – 540	480 – 475	45	510 – 650	
60	265 – 420	500 – 565	610 – 690	730 – 690	605 – 595	60	620 – 790	
70	290 – 465	555 – 630	675 – 760	810 – 765	675 – 660	70	690 – 875	

Weaning: from 4 to 8 weeks of age, offer moistened PRO PLAN® Puppy 3-4 times per day, gradually reducing the amount of fluid added.

After weaning: feed according to the guidelines in the table, without the addition of extra moisture.

MOTHER & PUPPIES STARTER AND HEALTHY START

PUPPY STARTER

PURINA® PRO PLAN® MOTHER & PUPPIES Starter is an innovative dry food for gestating/lactating bitches, mothers and pre-weaning puppies (4 weeks). Formulated with a blend

of ingredients to help protect your puppy by supporting a healthy immune system and avoiding potential gastrointestinal disturbances during the weaning period.

HEALTHY START: PROVEN AND INNOVATIVE APPROACH TO IMMUNE SUPPORT IN PUPPIES

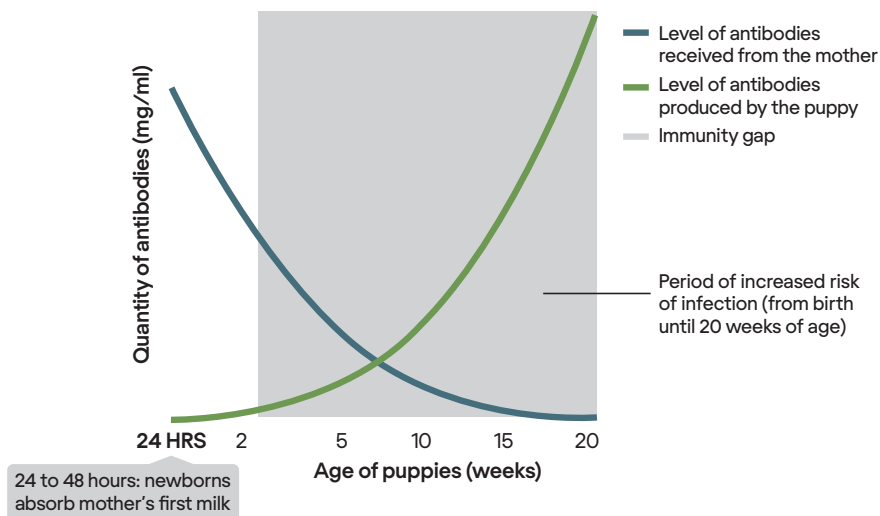
PURINA® PRO PLAN® PUPPY Healthy Start products contain bovine colostrum. Antibodies and other bio-active molecules from bovine colostrum (carefully kept in an active form during the production process) are **scientifically proven to help support puppies' immune response** – both locally and systemically¹. This colostrum also helps **optimise the balance of the gut microflora** – helping reduce the likelihood of stress-induced or diet-related diarrhoea, which is so common during puppyhood.

The benefits of maternal colostrum are widely recognised, especially if ingested within the first 24-48 hours of life. Colostrum provides **antibodies**, which confer passive immunity to the newborn,

direct **antimicrobial factors** which enhance the local defences in the gut and **growth factors** which help the maturation of the newborn gut and confer higher tissue growth and repair capabilities.

The passive protection transferred by antibodies in the mother's colostrum lasts only a few weeks. After this time, puppies remain vulnerable to infection until their own immune system develops.

Dietary bovine colostrum supplementation during the 'immunity gap' and growth has strong benefits². Colostrum supplementation acts differently to the mechanism in newborns and actively stimulates the immune defences of puppies during the so-called immunity gap.



1. Satyaraj E, Reynolds A, Pelker R, et al. 2013. Supplementation of diets with bovine colostrum influences immune function in dogs. *British Journal of Nutrition*. **110**(12): 2216-2221.
2. Chastant S, Mila H. 2019. Passive immune transfer in puppies. *Animal Reproduction Science*. **207**:162-170.

SMALL & MINI ADULT EVERYDAY NUTRITION



Complete pet food for small & mini size adult dogs.

KEY BENEFITS

✓ Maintenance diet for adult dogs < 10 kg



Specifically adapted nutrient concentration to support the fast metabolism of small dogs



Helps maintain a healthy heart thanks to high quality protein



Formulated for tartar build-up reduction and total dental care



700 g, 3 kg, 7 kg,
14 kg and 18 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (20%), wheat, dried poultry protein, corn, rice (7%), animal fats, soya meal, dried beet pulp, corn protein meal, wheat gluten, minerals, dried egg, fish oil, digest, yeast.

KEY NUTRIENT VALUES*			
Moisture	8.0%	Calcium	1.43%
Protein	28.0%	Phosphorus	0.98%
Fat	17.0%	Vitamin A	23887 IU/kg
- Omega-6 fatty acids	2.2%	Vitamin D ₃	1169 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	474 IU/kg
Carbohydrate	37.5%	Vitamin C	70 mg/kg
Crude fibre	2.0%	Metabolisable energy (ME) ¹	3949 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)		
Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
1	35	40
5	105	120
10	165	190

MEDIUM ADULT EVERYDAY NUTRITION



Supports
everyday health
maintenance

Complete pet food for medium size adult dogs.

KEY BENEFITS

- ✓ Maintenance diet for adult dogs 10-25 kg



Superior nutrient absorption to fulfil your dog's needs



Helps to keep your dog's coat beautifully shiny from root to tip



A combination of key nutrients that helps to support healthy joints for your dog's active lifestyle



3 kg, 7 kg, 14 kg
and 18 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (20%), wheat, dried poultry protein, corn, rice (9%), animal fats, dried beet pulp, digest, soya meal, corn protein meal, wheat gluten, minerals, dried egg, fish oil.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.32%
Protein	26.0%	Phosphorus	0.87%
Fat	16.0%	Vitamin A	17720 IU/kg
- Omega-6 fatty acids	2.1%	Vitamin D ₃	1002 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	475 IU/kg
Carbohydrate	40.5%	Vitamin C	70 mg/kg
Crude fibre	2.0%	Metabolisable energy (ME) ¹	3895 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
1	35	40
5	105	120
10	165	190
15	220	250
20	265	305
25	310	355
35	385	440
45	455	525
60	555	635
70	615	705

LARGE ATHLETIC ADULT EVERYDAY NUTRITION

Complete pet food for large size adult dogs
with an athletic physique.



Supports
everyday health
maintenance

KEY BENEFITS

- ✓ Maintenance diet for large athletic
adult dogs > 25 kg



Superior nutrient absorption to fulfil your
dog's needs



Helps to keep your dog's coat beautifully
shiny from root to tip



Formulated for large breed dogs with an
athletic physique to help support healthy
joints and active lifestyle



14 kg and 18 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (19%), wheat, dried poultry protein, corn, rice (8%), animal fats, soya meal, dried beet pulp, digest, corn protein meal, corn grits, wheat gluten, dried salmon protein, minerals, dried egg, fish oil.

KEY NUTRIENT VALUES*

Moisture	8.0%	Phosphorus	0.95%
Protein	28.0%	Vitamin A	18322 IU/kg
Fat	18.0%	Vitamin D ₃	1040 IU/kg
- Omega-6 fatty acids	2.2%	Vitamin E	475 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin C	70 mg/kg
Carbohydrate	36.5%	Taurine	1563 mg/kg
Crude fibre	2.0%	Metabolisable energy (ME) ¹	3996 kcal/kg
Calcium	1.55%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
25	300	345
35	375	430
45	445	510
60	540	620
70	600	685
90	710	810

LARGE ROBUST ADULT EVERYDAY NUTRITION

Complete pet food for large size adult dogs
with a robust physique.



Supports
everyday health
maintenance



14 kg and 18 kg

KEY BENEFITS

- ✓ Maintenance diet for large robust adult dogs > 25 kg



Superior nutrient absorption to fulfil your dog's needs



Helps to keep your dog's coat beautifully shiny from root to tip



Formulated for large breed dogs with a robust physique to help support healthy joints and active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (19%), rice (15%), dried poultry protein, wheat, corn, wheat middlings, digest, dried beet pulp, soya meal, wheat gluten, animal fats, corn protein meal, fish oil, minerals, dried egg.

KEY NUTRIENT VALUES*

Moisture	8.0%	Phosphorus	0.99%
Protein	27.0%	Vitamin A	16354 IU/kg
Fat	12.0%	Vitamin D ₃	957 IU/kg
- Omega-6 fatty acids	1.7%	Vitamin E	476 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin C	70 mg/kg
Carbohydrate	43.0%	Taurine	1013 mg/kg
Crude fibre	2.5%	L-carnitine	200 mg/kg
Calcium	1.49%	Metabolisable energy (ME) ¹	3677 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
25	325	375
35	410	470
45	485	555
60	585	670
70	650	745
90	770	880

EVERYDAY NUTRITION

EVERYDAY NUTRITION: SUPERIOR NUTRITIONAL PERFORMANCE TO PROMOTE DOGS' OVERALL HEALTH

PURINA® PRO PLAN® ADULT Everyday Nutrition products are specially formulated to deliver superior nutrition thanks to the PURINA® special cooking and extrusion process.

Protein is required in canine diets to provide all essential amino acids needed and nitrogen for the synthesis of non-essential amino acids and proteins, other nitrogenous compounds, and as a source of energy. The use of bioavailable amino acids from high quality protein sources is essential for dogs to maintain lean body mass and strengthen muscles while

supporting a healthy skin and coat.

A diet rich in high-quality protein also helps support the immune system and the underpinning function of all vital organs.

All products in the PURINA® PRO PLAN® DOG range use a proprietary process to include at least 14% fresh frozen protein sources in their formulas; in the case of Everyday Nutrition products, this source is chicken. The use of high quality chicken in the Everyday Nutrition formulas at optimal levels significantly improves the nutritional quality of the diet leading to lasting health benefits for adult dogs fed.

HELPS INCREASE PROTEIN AND FAT DIGESTIBILITY

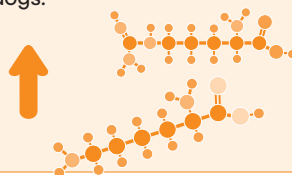
When comparing dogs fed an otherwise identical diet containing either fresh frozen chicken (FFC) or poultry meal (PM) as their only source of animal protein, protein and fat digestibility were significantly better in dogs fed FFC¹.

Protein and fat digestibility were significantly higher in the chicken diet compared to the PM diet.

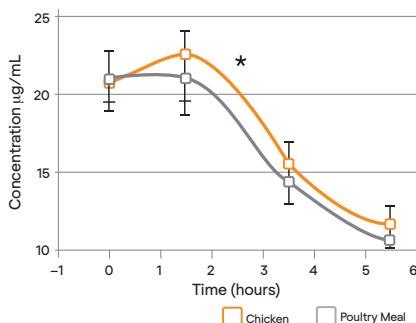


INCREASES THE BIOAVAILABILITY OF AMINO ACIDS

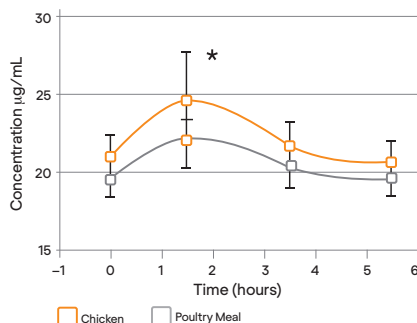
In the same study¹ the dogs fed the diet containing fresh frozen chicken had significantly higher post prandial blood lysine and arginine levels indicative of greater bioavailability of these essential amino acids in the FFC fed dogs.



BLOOD LYSINE



BLOOD ARGININE



1. Bouthegourd et al., Nestlé Internal Report, 2015, PURINA® report on the impact of inclusion of frozen chicken in dog food on digestibility, bioavailability and body weight maintenance.

EVERYDAY NUTRITION

INCREASES THE BODY'S UPTAKE OF ESSENTIAL FATTY ACIDS

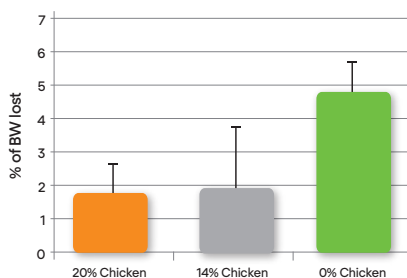
In a second study¹, dogs were fed a 25% protein diet containing either 0% or 14% fresh frozen chicken (the balance of protein being supplied by PM). Uptake of the essential fatty acid linoleic acid was significantly higher in the 14% chicken diet due to a better fatty acid profile of this diet (higher linoleic acid content).



HELPS DOGS RESPOND BETTER TO ENVIRONMENTAL STRESS

In the same study¹, dogs fed the 14% fresh frozen chicken diet were better able to maintain their body weight in periods of extreme cold weather. This clearly shows the long term health benefit of providing highly bioavailable essential amino acids and fatty acids in the diet of dogs.

BODY WEIGHT LOST



1. Bouthegourd *et al.*, Nestlé Internal Report, 2015, PURINA® report on the impact of inclusion of frozen chicken in dog food on digestibility, bioavailability and body weight maintenance.

LARGE ROBUST AND ATHLETIC DOGS: A UNIQUE AND PATENTED* APPROACH TO LARGE BREED NUTRITION

The nutritional needs of large dogs depend on many factors including: their genetic origin, their body morphology and composition, their activity level, and their resting energy expenditure. Large dogs

can be divided into two groups, robust and athletic. These two groups share distinct common genetic origins, comparable morphologies and similar metabolic characteristics¹⁻³.

ROBUST DOGS

Generally have similar chest and waist measurements, giving the body a "cylindrical" appearance. They are characterised by higher body fat mass, lower energy requirements per unit of body weight and a propensity to be less active (compared with athletic dogs).



ATHLETIC DOGS

Have a morphology defined by a deep chest and thin abdomen giving the body a "cone-shaped" appearance. They are characterised by higher lean body mass, higher energy requirements per unit of body weight and have a propensity to be more active.



* Patent pending in Europe.

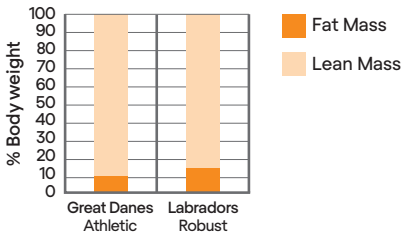
1. Parker *et al.* Genetic structure of the purebred domestic dog. *Science*, 2004; **304**: 1160-1164.

2. Kienzle *et al.* Maintenance Energy requirements of dogs: what is the correct value for the calculation of metabolic body weight in dogs. *J. Nutr.*, 1991; **121**: S39 - S40.

3. Speakman *et al.* Age-related changes in the metabolism and body composition of 3 breeds and their relationship to life expectancy. *Aging Cell*, 2003 **2**, 265-275.

EVERYDAY NUTRITION

BODY COMPOSITION OF ROBUST AND ATHLETIC LARGE DOGS

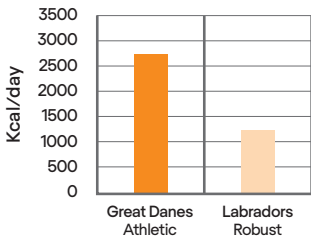


Large athletic dogs have less fat and more lean body mass than large breed robust dogs¹.

Conversely, large robust dogs have more fat and less lean body mass than athletic dogs¹.

**Note: Labradors have been classified as Robust dogs but individuals do vary. Some Labradors may fall under the category of Athletic, depending on genetics and morphotype.*

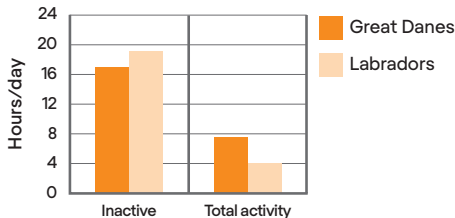
RESTING ENERGY NEEDS OF ROBUST AND ATHLETIC LARGE BREED DOGS



Large athletic dogs expend more energy at rest than large robust dogs².

Even when they are resting, athletic dogs may use up to 57% more kcal/day than robust dogs.

SPONTANEOUS ACTIVITY OF ROBUST AND ATHLETIC LARGE DOGS



Large athletic dogs show a greater level of spontaneous activity compared with large robust dogs³.

Athletic dogs are active for up to 40% more time per day than robust dogs.

1. Speakman *et al.* Age-related changes in the metabolism and body composition of 3 breeds and their relationship to life expectancy. *Aging Cell*, 2003 2, 265–275.
2. Dobenecker *et al.* Energy Requirements of 2 different dog breeds for ideal growth from weaning to 6 months of age. *Proc of the Nestlé PURINA Forum* 2008.
3. Perez-Camargo Bouthegourd, Berthe S.A. Patent n° 8,091,509 B2 – 2012 Method for improving dog food.

SMALL & MINI PUPPY SENSITIVE SKIN

Complete pet food for small & mini size puppies with sensitive skin. Also suitable for gestating / lactating bitches.



Scientifically designed to support healthy skin and shiny coat



700 g and 3 kg

KEY BENEFITS

- ✓ Weaning and growth (up to 9 or 12 months of age according to the puppy size)
- ✓ Gestation and lactation



Scientifically designed to support healthy skin and shiny coat



Selected protein sources for sensitive dogs, formulated without wheat*

*Produced in a facility where grains are handled



A combination of key nutrients that helps to support healthy joints for your puppy's active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality salmon* (including head, bone, meat) (18%), dried salmon protein*, rice* (16%), animal fats, corn protein meal*, corn starch, soya meal*, hydrolysed soya protein*, dried egg*, dried beet pulp*, minerals, dried vegetable fiber, corn grits, digest, soybean oil, fish oil. # Protein sources.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.5%
Protein	32.0%	Phosphorus	1.05%
Fat	21.0%	Zinc	18.4 mg/100g
- Omega-6 fatty acids	1.7%	Vitamin A	25069 IU/kg
- Omega-3 fatty acids	0.9%	Vitamin D ₃	1713 IU/kg
- DHA	0.44%	Vitamin E	488 IU/kg
- EPA+DHA	0.69%	Vitamin C	70 mg/kg
Carbohydrate	29.0%	Metabolisable energy (ME) ¹	4133 kcal/kg
Crude fibre	2.0%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT						BASED ON PREGNANCY STAGE		
Puppy's expected Adult Body Weight (kg)	Puppy's age (month)					Mother Body Weight (kg)	Gestation 6 – 9 weeks	Lactation
	1.5 – 3	4 – 5	6 – 8	9 – 11	12 – 24			
1	30 – 45	50 – 45	45 – 40	40 – 35	35 – Adult	1	35 – 45	Ad libitum
5	75 – 120	125 – 130	130 – 110	110	110 – Adult	5	110 – 140	
10	100 – 170	190 – 200	205 – 175	175 – 165	165 – Adult	10	175 – 220	

Weaning: from 4 to 8 weeks of age, offer moistened PRO PLAN® Puppy 3-4 times per day, gradually reducing the amount of fluid added.

After weaning: feed according to the guidelines in the table, without the addition of extra moisture.

MEDIUM PUPPY SENSITIVE SKIN

Complete pet food for medium size puppies with sensitive skin. Also suitable for gestating / lactating bitches.



Scientifically designed to support healthy skin and shiny coat



3 kg, 12 kg and 18 kg

KEY BENEFITS

- ✓ Weaning and growth (up to 18 months of age according to the puppy size)
- ✓ Gestation and lactation



Scientifically designed to support healthy skin and shiny coat



Selected protein sources for sensitive dogs, formulated without wheat*

*Produced in a facility where grains are handled



A combination of key nutrients that helps to support healthy joints for your puppy's active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality salmon[#] (including head, bone, meat) (17%), dried salmon protein[#], rice[#] (16%), animal fats, corn starch, corn protein meal[#], soya meal[#], dried egg[#], hydrolysed soya protein[#], digest, dried beet pulp[#], corn[#], minerals, dried vegetable fiber, soybean oil, fish oil. [#] Protein sources.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.36%
Protein	32.0%	Phosphorus	1.04%
Fat	20.0%	Zinc	18.2 mg/100g
- Omega-6 fatty acids	1.7%	Vitamin A	19531 IU/kg
- Omega-3 fatty acids	0.8%	Vitamin D ₃	1638 IU/kg
- DHA	0.41%	Vitamin E	487 IU/kg
- EPA+DHA	0.65%	Vitamin C	70 mg/kg
Carbohydrate	30.0%	Metabolisable energy (ME) ¹	4065 kcal/kg
Crude fibre	2.5%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT						BASED ON PREGNANCY STAGE		
Puppy's expected Adult Body Weight (kg)	Puppy's age (month)					Mother Body Weight (kg)	Gestation	Lactation
	1.5 – 3	4 – 5	6 – 8	9 – 11	12 – 24		6 – 9 weeks	
1	30 – 45	50 – 45	45 – 40	40	40 – Adult	1	40 – 50	Ad libitum
5	75 – 125	130 – 135	135 – 110	110	110 – Adult	5	110 – 140	
10	100 – 175	195 – 205	205 – 180	180 – 175	175 – Adult	10	175 – 225	
15	130 – 230	265 – 285	290 – 275	260 – 245	225 – Adult	15	230 – 295	
20	145 – 265	320 – 345	355 – 340	320 – 300	275 – Adult	20	280 – 355	
25	150 – 295	325 – 380	410 – 395	375 – 350	325 – Adult	25	325 – 415	
35	180 – 305	380 – 410	440 – 485	510 – 470	410 – 405	35	405 – 520	
45	195 – 300	400 – 430	445 – 495	530 – 510	465 – 450	45	480 – 615	
60	245 – 395	470 – 530	575 – 645	685 – 650	570 – 560	60	585 – 745	
70	275 – 430	525 – 590	640 – 715	760 – 720	635 – 620	70	650 – 825	

Weaning: from 4 to 8 weeks of age, offer moistened PRO PLAN® Puppy 3–4 times per day, gradually reducing the amount of fluid added.

After weaning: feed according to the guidelines in the table, without the addition of extra moisture.

SMALL & MINI ADULT SENSITIVE SKIN

Complete pet food for small & mini size adult dogs with sensitive skin.



Scientifically designed to support healthy skin and shiny coat



700 g, 3 kg and 7 kg

KEY BENEFITS

- ✓ Maintenance diet for adult dogs < 10 kg with a sensitive skin



Scientifically designed to support healthy skin and shiny coat



Selected protein sources for sensitive dogs, formulated without wheat*

*Produced in a facility where grains are handled



Formulated for tartar build-up reduction and promotes dental hygiene

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality salmon* (including head, bone, meat) (20%), rice* (18%), dried salmon protein*, corn protein meal*, corn*, animal fats, soya meal*, dried beet pulp*, corn starch, minerals, dried vegetable fiber, soybean oil, corn grits, digest, yeast*, dried egg*, fish oil. # Protein sources.

KEY NUTRIENT VALUES*

Moisture	8.0%	Phosphorus	0.99%
Protein	30.0%	Zinc	17.8 mg/100g
Fat	18.0%	Vitamin A	24039 IU/kg
- Omega-6 fatty acids	1.7%	Vitamin D ₃	1610 IU/kg
- Omega-3 fatty acids	0.8%	Vitamin E	488 IU/kg
Carbohydrate	34.0%	Vitamin C	70 mg/kg
Crude fibre	2.5%	Metabolisable energy (ME) ¹	3965 kcal/kg
Calcium	1.16%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
1	35	40
5	105	115
10	165	185

MEDIUM ADULT SENSITIVE SKIN

Complete pet food for medium size adult dogs
with sensitive skin.



Scientifically
designed to
support healthy
skin and
shiny coat



3 kg, 7 kg, 14 kg
and 18 kg

KEY BENEFITS

- ✓ Maintenance diet for adult dogs 10-25 kg
with sensitive skin



Scientifically designed to support healthy
skin and shiny coat



Selected protein sources for sensitive dogs,
formulated without wheat*

*Produced in a facility where grains are handled



A combination of key nutrients that helps
to support healthy joints for your dog's
active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality salmon[#] (including head, bone, meat) (17%), rice[#] (14%), dried salmon protein[#], corn
protein meal[#], animal fats, soya meal[#], corn[#], corn grits[#], dried beet pulp[#], corn starch, digest, dried
vegetable fiber, minerals, dried egg[#], soybean oil, fish oil. [#] Protein sources.

KEY NUTRIENT VALUES*

Moisture	8.0%	Phosphorus	0.84%
Protein	29.0%	Zinc	18.9 mg/100g
Fat	18.0%	Vitamin A	23824 IU/kg
- Omega-6 fatty acids	1.6%	Vitamin D ₃	1632 IU/kg
- Omega-3 fatty acids	0.7%	Vitamin E	486 IU/kg
Carbohydrate	35.0%	Vitamin C	70 mg/kg
Crude fibre	3.0%	Metabolisable energy (ME) ¹	3941 kcal/kg
Calcium	1.16%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
1	35	40
5	105	120
10	165	190
15	215	250
20	260	300
25	305	350
35	380	435
45	450	515
60	550	625
70	610	695

LARGE ATHLETIC ADULT SENSITIVE SKIN

Complete pet food for large size adult dogs with an athletic physique and sensitive skin.



Scientifically designed to support healthy skin and shiny coat



14 kg and 18 kg

KEY BENEFITS

- ✓ Maintenance diet for large athletic adult dogs > 25 kg with sensitive skin



Scientifically designed to support healthy skin and shiny coat



Selected protein sources for sensitive dogs, formulated without wheat*

*Produced in a facility where grains are handled



Formulated for large breed dogs with an athletic physique to help support healthy joints and active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality salmon* (including head, bone, meat) (17%), rice* (14%), dried salmon protein*, corn protein meal*, corn*, animal fats, soya meal*, dried beet pulp*, corn grits*, digest, corn starch, dried vegetable fiber, minerals, dried egg*, soybean oil, fish oil. # Protein sources.

KEY NUTRIENT VALUES*

Moisture	8.0%	Phosphorus	0.86%
Protein	28.0%	Zinc	18.9 mg/100g
Fat	18.0%	Vitamin A	23725 IU/kg
- Omega-6 fatty acids	1.6%	Vitamin D ₃	1615 IU/kg
- Omega-3 fatty acids	0.7%	Vitamin E	485 IU/kg
Carbohydrate	36.5%	Vitamin C	70 mg/kg
Crude fibre	3.0%	Taurine	1619 mg/kg
Calcium	1.09%	Metabolisable energy (ME) ¹	3956 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
25	305	345
35	380	435
45	450	515
60	545	625
70	605	690
90	715	820

LARGE ROBUST ADULT SENSITIVE SKIN

Complete pet food for large size adult dogs with a robust physique and sensitive skin.



KEY BENEFITS

- ✓ Maintenance diet for large robust adult dogs > 25 kg with sensitive skin



Scientifically designed to support healthy skin and shiny coat



Selected protein sources for sensitive dogs, formulated without wheat*
*Produced in a facility where grains are handled



Formulated for large breed dogs with a robust physique to help support healthy joints and active lifestyle



14 kg and 18 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality salmon[#] (including head, bone, meat) (16%), rice[#] (15%), corn[#], dried salmon protein[#], corn protein meal[#], corn grits[#], soya meal[#], dried beet pulp[#], digest, animal fats, minerals, dried vegetable fiber, dried egg[#], soybean oil, fish oil. [#] Protein sources.

KEY NUTRIENT VALUES*			
Moisture	8.0%	Phosphorus	0.78%
Protein	27.0%	Zinc	17.6 mg/100g
Fat - Omega-6 fatty acids - Omega-3 fatty acids	13.0%	Vitamin A	21991 IU/kg
	1.6%	Vitamin D ₃	1500 IU/kg
	0.7%	Vitamin E	485 IU/kg
		Vitamin C	70 mg/kg
Carbohydrate	41.5%	Taurine	1509 mg/kg
Crude fibre	3.0%	L-carnitine	200 mg/kg
Calcium	1.5%	Metabolisable energy (ME) ¹	3687 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)		
Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
25	325	375
35	410	465
45	485	555
60	585	670
70	650	745
90	770	880

MEDIUM & LARGE ADULT 7+ SENSITIVE SKIN

Complete pet food for medium & large size dogs
aged from 7 onwards with sensitive skin.



Scientifically
designed to
support healthy
skin and
shiny coat



3 kg and 14 kg

KEY BENEFITS

- ✓ Maintenance diet for senior dogs > 10 kg with sensitive skin



Scientifically designed to support healthy skin and shiny coat



Supports healthy ageing and maintains healthy mobility thanks to EPA, an omega-3 fatty acid



Selected protein sources for sensitive dogs, formulated without wheat*

*Produced in a facility where grains are handled

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality salmon* (including head, bone, meat) (17%), rice* (16%), corn protein meal*, dried salmon protein*, corn starch, corn*, soya meal*, animal fats, minerals, dried beet pulp*, dried vegetable fiber, dried egg*, soybean oil, digest, fish oil. # Protein sources.

KEY NUTRIENT VALUES*

Moisture	8.0%	Phosphorus	0.91%
Protein	28.0%	Zinc	17.3 mg/100g
Fat	14.0%	Vitamin A	26986 IU/kg
- Omega-6 fatty acids	1.5%	Vitamin D ₃	1569 IU/kg
- Omega-3 fatty acids	0.7%	Vitamin E	571 IU/kg
- EPA	0.2%	Vitamin C	83 mg/kg
Carbohydrate	40.0%	Metabolisable energy (ME) ¹	3773 kcal/kg
Crude fibre	2.5%		
Calcium	1.5%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE FOR DOGS AGED FROM 7 ONWARDS)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
10	150	170
25	175	320
35	345	400
45	410	470
70	555	635

SENSITIVE SKIN

SCIENTIFICALLY DESIGNED TO SUPPORT HEALTHY SKIN AND SHINY COAT

The PURINA® PRO PLAN® Sensitive Skin range of products for puppies, adult and senior dogs is formulated with a specific combination of essential nutrients, scientifically designed to support healthy skin and promote excellent coat quality in sensitive dogs.

PURINA® PRO PLAN® diets for dogs with sensitive skin:

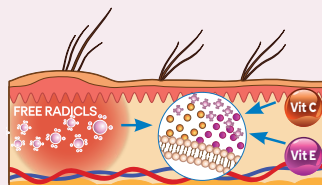
HELPS REDUCE SKIN REACTIONS ASSOCIATED WITH FOOD SENSITIVITY

Boosted levels of long chain omega-3 fatty acids help manage sensitive skin. The high tolerance formula containing salmon as the only source of animal flesh protein, limited numbers of protein sources and no wheat helps reduce possible skin reactions of sensitive dogs.



CONTAIN A BLEND OF SKIN-SPECIFIC NUTRIENTS SCIENTIFICALLY DESIGNED TO HELP SUPPORT SKIN HEALTH AND PROMOTE COAT QUALITY

All diets in the range are formulated with the antioxidants vitamins E and C. Oxidative stress plays a role in the development of skin disease. It has been shown that increasing amounts of vitamin E in foods for dogs leads to increases in serum and cutaneous concentrations of vitamin E which are likely to benefit skin and coat health of dogs as well as supporting the immune system¹.



A PURINA® study demonstrated the benefits to skin and coat health of feeding a diet containing the Sensitive Skin blend of nutrients to dogs².

A SPECIAL COMBINATION OF SKIN-TARGETING NUTRIENTS CLINICALLY PROVEN TO HELP SUPPORT HEALTHY SKIN AND BEAUTIFUL COAT

In a study done by Purina's scientists, dogs fed a diet containing the Sensitive Skin blend of **increased linoleic acid, zinc and vitamins A, B and E** had their skin and coat evaluated over a 5 month period, both subjectively by 30 panellist judges, and objectively using sensory analysis and biophysical and dermatological evaluations. Panellists scored the dogs' skin and coat on many parameters including odour, coat shininess and softness, shedding and presence or absence of dandruff. Skin biophysical parameters investigated

included transepidermal water loss, skin pH and corneometry (skin hydration status). In addition, general health and blood and faecal parameters were regularly checked.

Results showed that **dogs fed the Sensitive Skin blend had significantly improved skin and coat condition** – increased coat shininess and softness, improved skin hydration score and elasticity, reduced transepidermal water loss, increased blood, skin and sebum linoleic acid content and reduced inflammation. This blend is incorporated in all PRO PLAN® diets for dogs with sensitive skin.

1. Jewell DE, Yu S and Joshi DK. (2002). Effects of serum vitamin E levels on skin vitamin E levels in dogs and cats. *Vet Ther* **3** (3): 235- 43
2. Report study by L. Young & G. Bache. "Minimum nutrient and digestibility requirements to use "Proven to support healthy skin and beautiful coat".

MEDIUM PUPPY SENSITIVE DIGESTION

Complete pet food for medium size puppies with sensitive digestion. Also suitable for gestating / lactating bitches.



KEY BENEFITS

- ✓ Weaning and growth (up to 18 months of age according to the puppy size)
- ✓ Gestation and lactation



Contains prebiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



Easily digestible recipe, formulated with specific ingredients to support intestinal health and promote good stool quality



A combination of key nutrients that helps to support healthy joints for your puppy's active lifestyle



3 kg, 12 kg and 18 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality lamb (including lungs and liver) (20%), dried poultry protein, rice (15%), corn, soya meal, animal fats, dried beet pulp* (5%), digest, corn protein meal, dried egg, corn grits, minerals, fish oil.
Prebiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.38%
Protein	30.0%	Phosphorus	0.96%
Fat	19.0%	Vitamin A	18445 IU/kg
- Omega-6 fatty acids	1.8%	Vitamin D ₃	996 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	474 IU/kg
- DHA	0.05%	Vitamin C	70 mg/kg
- EPA+DHA	0.12%		
Carbohydrate	32.8%	Metabolisable energy (ME) ¹	4004 kcal/kg
Crude fibre	2.5%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT						BASED ON PREGNANCY STAGE		
Puppy's expected Adult Body Weight (kg)	Puppy's age (month)					Mother Body Weight (kg)	Gestation 6 - 9 weeks	Lactation
	1.5 - 3	4 - 5	6 - 8	9 - 11	12 - 24			
1	30 - 45	50	50 - 40	40	40 - Adult	1	40 - 50	Ad libitum
5	80 - 125	130 - 135	135 - 115	115 - 110	110 - Adult	5	110 - 145	
10	105 - 180	195 - 210	210 - 180	180 - 170	170 - Adult	10	180 - 225	
15	130 - 230	270 - 290	285 - 280	265 - 250	230 - Adult	15	235 - 300	
20	145 - 270	325 - 350	360 - 345	325 - 305	280 - Adult	20	285 - 360	
25	150 - 300	330 - 385	415 - 400	380 - 355	330 - Adult	25	330 - 420	
35	185 - 310	385 - 415	445 - 490	515 - 480	420 - Adult	35	415 - 525	
45	200 - 325	405 - 435	455 - 500	535 - 515	460 - Adult	45	490 - 626	
60	250 - 400	480 - 540	585 - 655	695 - 660	580 - 575	60	595 - 755	
70	275 - 445	530 - 600	645 - 725	770 - 730	645 - 640	70	660 - 835	

Weaning: from 4 to 8 weeks of age, offer moistened PRO PLAN® Puppy 3-4 times per day, gradually reducing the amount of fluid added.

After weaning: feed according to the guidelines in the table, without the addition of extra moisture.

LARGE ATHLETIC PUPPY SENSITIVE DIGESTION

Complete pet food for large size puppies with an athletic physique and sensitive digestion.
Also suitable for gestating / lactating bitches.



Proven
to be easily
digestible
and improve
microflora
balance



12 kg and 18 kg

KEY BENEFITS

- ✓ Weaning and growth (up to 24 months of age according to the puppy size)
- ✓ Gestation and lactation



Contains prebiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



Easily digestible recipe, formulated with specific ingredients to support intestinal health and promote good stool quality



Formulated for large breed puppies with an athletic physique to help support healthy joints and active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality lamb (including lungs and liver) (20%), dried poultry protein, rice (10%), soya meal, corn, animal fats, dried beet pulp* (6%), digest, corn protein meal, dried egg, fish oil, minerals, corn grits.
Prebiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.36%
Protein	32.0%	Phosphorus	0.95%
Fat	18.0%	Vitamin A	20442 IU/kg
- Omega-6 fatty acids	1.7%	Vitamin D ₃	1020 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	475 IU/kg
- DHA	0.09%	Vitamin C	70 mg/kg
- EPA+DHA	0.21%	Taurine	1208 mg/kg
Carbohydrate	32.0%	Metabolisable energy (ME) ¹	3972 kcal/kg
Crude fibre	2.5%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT						BASED ON PREGNANCY STAGE		
Puppy's expected Adult Body Weight (kg)	Puppy's age (month)					Mother Body Weight (kg)	Gestation 6 – 9 weeks	Lactation
	1.5 – 3	4 – 5	6 – 8	9 – 11	12 – 24			
25	145 – 300	335 – 390	420 – 405	385 – 360	330 – Adult	25	335 – 425	Ad libitum
35	185 – 310	390 – 420	450 – 495	520 – 485	420 – 400	35	415 – 530	
45	200 – 305	410 – 435	455 – 505	540 – 520	465 – 460	45	495 – 630	
60	255 – 405	485 – 545	585 – 660	700 – 665	585 – 570	60	600 – 760	
70	280 – 450	535 – 605	650 – 735	780 – 740	650 – 635	70	665 – 845	

Weaning: from 4 to 8 weeks of age, offer moistened PRO PLAN® Puppy 3–4 times per day, gradually reducing the amount of fluid added.

After weaning: feed according to the guidelines in the table, without the addition of extra moisture.

LARGE ROBUST PUPPY SENSITIVE DIGESTION

Complete pet food for large size puppies with a robust physique and sensitive digestion.
Also suitable for gestating / lactating bitches.



12 kg and 18 kg

KEY BENEFITS

- ✓ Weaning and growth (up to 24 months of age according to the puppy size)
- ✓ Gestation and lactation



Contains prebiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



Easily digestible recipe, formulated with specific ingredients to support intestinal health and promote good stool quality



Formulated for large breed puppies with a robust physique to help support healthy joints and active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality lamb (including lungs and liver) (20%), dried poultry protein, rice (10%), corn, corn grits, soya meal, animal fats, dried beet pulp* (6%), digest, dried egg, minerals, fish oil. # Prebiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.45%
Protein	29.0%	Phosphorus	0.92%
Fat	15.0%	Vitamin A	20543 IU/kg
- Omega-6 fatty acids	1.6%	Vitamin D ₃	889 IU/kg
- Omega-3 fatty acids	0.2%	Vitamin E	474 IU/kg
- DHA	0.02%	Vitamin C	70 mg/kg
- EPA+DHA	0.04%	Taurine	1050 mg/kg
Carbohydrate	37.5%	L-Carnitine	200 mg/kg
Crude fibre	2.5%	Metabolisable energy (ME) ¹	3805 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT						BASED ON PREGNANCY STAGE		
Puppy's expected Adult Body Weight (kg)	Puppy's age (month)					Mother Body Weight (kg)	Gestation 6 – 9 weeks	Lactation
	1.5 – 3	4 – 5	6 – 8	9 – 11	12 – 24			
25	155 – 315	350 – 405	440 – 420	400 – 375	345 – Adult	25	345 – 440	Ad libitum
35	195 – 325	405 – 440	470 – 515	540 – 505	440 – 420	35	435 – 555	
45	210 – 350	425 – 455	380 – 530	565 – 545	495 – 480	45	515 – 655	
60	265 – 420	505 – 570	615 – 690	730 – 695	610 – 595	60	625 – 795	
70	290 – 470	560 – 630	680 – 765	810 – 770	675 – 660	70	690 – 880	

Weaning: from 4 to 8 weeks of age, offer moistened PRO PLAN® Puppy 3-4 times per day, gradually reducing the amount of fluid added.

After weaning: feed according to the guidelines in the table, without the addition of extra moisture.

SMALL & MINI ADULT SENSITIVE DIGESTION

Complete pet food for small & mini size adult dogs with sensitive digestion.



Proven to be easily digestible and improve microflora balance

KEY BENEFITS

- ✓ Maintenance diet for adult dogs < 10 kg with sensitive digestion



Contains probiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



Easily digestible recipe, formulated with specific ingredients to support intestinal health and promote good stool quality



Formulated for tartar build-up reduction and promotes dental hygiene



700 g, 3 kg and 7 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality lamb (including lungs and liver) (20%), dried poultry protein, rice (16%), corn, animal fats, corn protein meal, dried beet pulp* (5%), digest, soya meal, corn grits, dried egg, minerals, fish oil, yeast. # Probiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.28%
Protein	28.0%	Phosphorus	0.93%
Fat	17.0%	Vitamin A	23706 IU/kg
- Omega-6 fatty acids	1.7%	Vitamin D ₃	1127 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	475 IU/kg
Carbohydrate	37.0%	Vitamin C	70 mg/kg
Crude fibre	2.5%	Metabolisable energy (ME) ¹	3912 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
1	35	40
5	105	120
10	165	190

MEDIUM ADULT SENSITIVE DIGESTION

Complete pet food for medium size adult dogs
with sensitive digestion.



3 kg, 7 kg, 14 kg and 18 kg

KEY BENEFITS

- ✓ Maintenance diet for adult dogs 10-25 kg with sensitive digestion



Contains probiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



Easily digestible recipe, formulated with specific ingredients to support intestinal health and promote good stool quality



A combination of key nutrients that helps to support healthy joints for your dog's active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality lamb (including lungs and liver) (19%), rice (18%), dried poultry protein, corn, animal fats, dried beet pulp* (5%), digest, soya meal, corn grits, corn protein meal, dried egg, minerals, fish oil.
Prebiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.35%
Protein	26.0%	Phosphorus	0.81%
Fat	16.0%	Vitamin A	18902 IU/kg
- Omega-6 fatty acids	1.6%	Vitamin D ₃	1006 IU/kg
- Omega-3 fatty acids	0.2%	Vitamin E	475 IU/kg
Carbohydrate	40.0%	Vitamin C	70 mg/kg
Crude fibre	2.5%	Metabolisable energy (ME) ¹	3858 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
1	35	40
5	105	120
10	170	195
15	220	255
20	270	305
25	310	355
35	390	445
45	460	530
60	560	640
70	620	710

LARGE ATHLETIC ADULT SENSITIVE DIGESTION

Complete pet food for large size adult dogs with an athletic physique and sensitive digestion.



Proven to be easily digestible and improve microflora balance

- ✓ Maintenance diet for large athletic adult dogs > 25 kg with sensitive digestion



14 kg and 18 kg

KEY BENEFITS



Contains probiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



Easily digestible recipe, formulated with specific ingredients to support intestinal health and promote good stool quality



Formulated for large breed dogs with an athletic physique to help support healthy joints and active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality lamb (including lungs and liver) (19%), rice (16%), dried poultry protein, corn, animal fats, corn protein meal, dried beet pulp* (5%), digest, soya meal, corn grits, dried egg, minerals, fish oil.
Prebiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.31%
Protein	28.0%	Phosphorus	0.84%
Fat	18.0%	Vitamin A	17584 IU/kg
- Omega-6 fatty acids	1.7%	Vitamin D ₃	987 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	476 IU/kg
		Vitamin C	70 mg/kg
Carbohydrate	36.5%	Taurine	1519 mg/kg
Crude fibre	2.0%	Metabolisable energy (ME) ¹	3996 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
25	300	345
35	375	430
45	445	510
60	540	620
70	600	685
90	710	810

LARGE ROBUST ADULT SENSITIVE DIGESTION

Complete pet food for large size adult dogs with a robust physique and sensitive digestion.



14 kg and 18 kg

KEY BENEFITS

✓ Maintenance diet for large robust adult dogs > 25 kg with sensitive digestion



Contains prebiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



Easily digestible recipe, formulated with specific ingredients to support intestinal health and promote good stool quality



Formulated for large breed dogs with a robust physique to help support healthy joints and active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality lamb (including lungs and liver) (19%), rice (18%), dried poultry protein, corn, corn protein meal, dried beet pulp* (5%), digest, corn grits, animal fats, dried egg, minerals, fish oil, soybean oil.
Prebiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Phosphorus	0.84%
Protein	27.0%	Vitamin A	16477 IU/kg
Fat	12.5%	Vitamin D ₃	950 IU/kg
- Omega-6 fatty acids	1.4%	Vitamin E	476 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin C	70 mg/kg
Carbohydrate	43.0%	Taurine	1602 mg/kg
Crude fibre	2.0%	L-carnitine	200 mg/kg
Calcium	1.32%	Metabolisable energy (ME) ¹	3735 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
25	320	370
35	405	460
45	475	545
60	580	660
70	640	735
90	760	870

GRAIN FREE FORMULA ALL SIZE PUPPY SENSITIVE DIGESTION

Complete pet food for all size puppies with sensitive digestion. Also suitable for gestating / lactating bitches.



Proven to improve microflora balance and formulated without grains



12 kg

KEY BENEFITS

- ✓ Weaning and growth
- ✓ Gestation and lactation



Contains prebiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



Formulated with specific ingredients to support intestinal health and promote good stool quality



Grain free recipe, carefully formulated without wheat or corn. Produced in a facility where grains are handled

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality turkey (including back and chest) (18%), dried chicken protein, dried cassava (12%), pea starch, animal fats, soya meal, dried poultry protein, pea protein, dried beet pulp* (6%), digest, dried egg, minerals, fish oil. # Prebiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.5%
Protein	32.0%	Phosphorus	0.94%
Fat	19.0%	Vitamin A	20922 IU/kg
- Omega-6 fatty acids	2.1%	Vitamin D ₃	1348 IU/kg
- Omega-3 fatty acids	0.4%	Vitamin E	478 IU/kg
- DHA	0.06%	Vitamin C	90 mg/kg
- EPA+DHA	0.14%		
Carbohydrate	29.5%	Metabolisable energy (ME) ¹	3965 kcal/kg
Crude fibre	2.5%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT						BASED ON PREGNANCY STAGE		
Puppy's expected Adult Body Weight (kg)	Puppy's age (month)					Mother Body Weight (kg)	Gestation 6 - 9 weeks	Lactation
	1.5 - 3	4 - 5	6 - 8	9 - 11	12 - 24			
1	30 - 45	50	50 - 40	40	40 - Adult	1	40 - 50	Ad libitum
5	80 - 125	135	135 - 115	115	115 - Adult	5	115 - 145	
10	105 - 180	200 - 210	210 - 180	180	180 - Adult	10	180 - 230	
15	135 - 235	275 - 295	300 - 280	265 - 250	230 - Adult	15	235 - 300	
20	145 - 275	325 - 355	365 - 345	330 - 310	385 - Adult	20	285 - 365	
25	150 - 300	335 - 390	420 - 405	385 - 360	330 - Adult	25	335 - 425	
35	185 - 310	390 - 420	450 - 495	520 - 485	425 - 400	35	420 - 530	
45	200 - 305	410 - 440	460 - 505	540 - 520	475 - 460	45	495 - 630	
60	255 - 405	485 - 545	590 - 665	705 - 665	585 - 575	60	600 - 765	
70	280 - 450	535 - 605	650 - 735	780 - 740	650 - 635	70	665 - 845	

Weaning: from 4 to 8 weeks of age, offer moistened PRO PLAN® Puppy 3-4 times per day, gradually reducing the amount of fluid added.

After weaning: feed according to the guidelines in the table, without the addition of extra moisture.

GRAIN FREE FORMULA SMALL & MINI ADULT SENSITIVE DIGESTION

Complete pet food for small & mini size adult dogs with sensitive digestion.



Proven to improve microflora balance and formulated without grains

KEY BENEFITS

- ✓ Maintenance diet for adult dogs < 10 kg with sensitive digestion



Contains probiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



Formulated with specific ingredients to support intestinal health and promote good stool quality



Grain free recipe, carefully formulated without wheat or corn. Produced in a facility where grains are handled



2.5 kg and 7 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality turkey (including back and chest) (17%), pea starch, dried chicken protein, dried cassava (10%), dried poultry protein, soya meal, animal fats, dried beet pulp* (6%), soya protein powder, dried pea, digest, dried egg, minerals, fish oil, yeast. # Prebiotics source.

KEY NUTRIENT VALUES*			
Moisture	8.0%	Calcium	1.36%
Protein	30.0%	Phosphorus	0.91%
Fat	17.0%	Vitamin A	23827 IU/kg
- Omega-6 fatty acids	1.8%	Vitamin D ₃	1285 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	477 IU/kg
Carbohydrate	34.0%	Vitamin C	70 mg/kg
Crude fibre	3.0%	Metabolisable energy (ME) ¹	3863 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)		
Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
1	35	40
5	105	120
10	170	190

GRAIN FREE FORMULA MEDIUM & LARGE ADULT SENSITIVE DIGESTION

Complete pet food for medium & large size adult dogs with sensitive digestion.



Proven to improve microflora balance and formulated without grains

KEY BENEFITS

- ✓ Maintenance diet for adult dogs > 10 kg with sensitive digestion



Contains prebiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



Formulated with specific ingredients to support intestinal health and promote good stool quality



Grain free recipe, carefully formulated without wheat or corn. Produced in a facility where grains are handled



2.5 kg, 7 kg and 12 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality turkey (including back and chest) (16%), dried chicken protein, dried cassava (12%), pea starch, soya meal, animal fats, dried poultry protein, dried beet pulp* (6%), dried pea, digest, soya protein powder, dried egg, minerals, fish oil. # Prebiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.39%
Protein	28.0%	Phosphorus	0.82%
Fat	16.0%	Vitamin A	19060 IU/kg
- Omega-6 fatty acids	1.8%	Vitamin D ₃	1199 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	478 IU/kg
Carbohydrate	37.0%	Vitamin C	70 mg/kg
Crude fibre	3.0%	Metabolisable energy (ME) ¹	3811 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
10	170	195
25	315	360
35	395	450
45	465	535
70	630	720

SENSITIVE DIGESTION

SENSITIVE DIGESTION: PROVEN TO BE EASILY DIGESTIBLE AND PROMOTE GOOD FAECAL CONSISTENCY

Some dogs have a sensitive digestive system without any specific identifiable cause. Delicate digestion results in frequent digestive upsets, poorly formed stools and a high sensitivity to a change in diet. PURINA® PRO PLAN® has developed a range of Sensitive Digestion products for puppies and adult dogs, proven to help support gut microflora balance due to the inclusion of the prebiotic beet pulp¹. These products all help enhance digestive health, and promote the production of firmer stools².

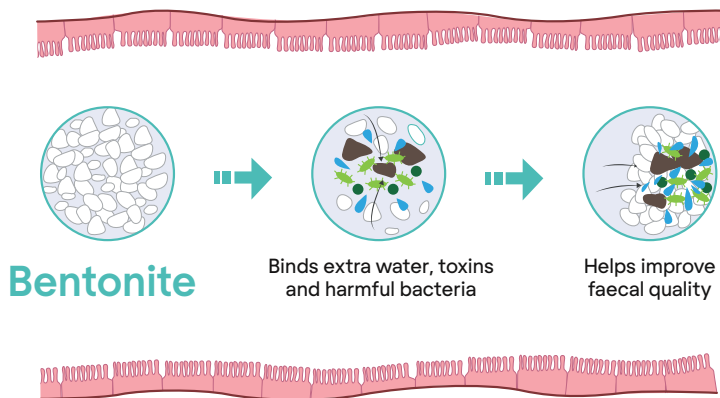
PURINA® PRO PLAN® Sensitive Digestion products contain highly digestible ingredients to ease digestion and reduce intestinal workload in sensitive dogs; prebiotics proven to help support microfloral balance and clays such as bentonite to improve faecal consistency.

HIGHLY DIGESTIBLE FORMULA

All the PURINA® PRO PLAN® Sensitive Digestion products are made with top quality highly digestible ingredients to facilitate dogs' digestive processes and promote excellent faecal quality. The high digestibility also encourages high levels of nutrient absorption and helps minimise dietary load on the sensitive gut. All products in the PURINA® PRO PLAN® Sensitive Digestion range are formulated with highly digestible protein sources such as lamb or turkey (in the Grain Free range) and egg and highly digestible carbohydrate sources such as rice and corn.

BENTONITE TO IMPROVE FAECAL CONSISTENCY

Bentonite is a natural clay which helps secure the production of firm stools³. It binds intestinal waste products, harmful bacteria and toxins – carrying them harmlessly out in the stool and protecting the intestinal mucosa. Additionally, bentonite adsorbs excess water in the colon helping to firm up the stools.



1. Middelbos IS, Fastinger ND, Fahey GC Jr. 2007. Evaluation of fermentable oligosaccharides in diets fed to dogs in comparison to fiber standards. *J Anim Sci*; **85**(11):3033-44.
2. Fahey GC Jr, Merchen NR, Corbin JE, Hamilton AK, Serbe KA, Hirakawa DA. 1990. Dietary fiber for dogs: II. Iso-total dietary fiber (TDF) additions of divergent fiber sources to dog diets and their effects on nutrient intake, digestibility, metabolizable energy and digesta mean retention time. *J Anim Sci*; **68**(12):4229-35.
3. Ducrotte P, Dapoigny M, Bonaz B, Siproudhis L. 2005. Symptomatic efficacy of beidelitic montmorillonite in irritable bowel syndrome: a randomized, controlled trial. *Aliment Pharmacol Ther*; **21**(4):435-444.

SMALL & MINI ADULT LIGHT / STERILISED

Complete pet food for small & mini size overweight
or sterilised adult dogs < 10 kg.



Proven
to promote
weight
management,
low in fat



3 kg and 7 kg

KEY BENEFITS

- ✓ Weight loss diet
- ✓ Maintenance diet after a weight loss programme
- ✓ Maintenance diet to prevent weight gain
- ✓ Neutered and spayed dogs



Low fat – promotes healthy weight loss and helps maintain lean body mass after sterilisation



Reduces heart stress while walking and at rest, as proven by a heart rate reduction of 21% after 12 weeks of feeding together with a daily walk



Promotes up to 60% body fat loss within 12 weeks, and healthy weight maintenance afterwards thanks to high protein and low fat, combined with a daily walk

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (15%), wheat, dried poultry protein, corn, rice (9%), dried beet pulp, soya meal, corn protein meal, corn grits, digest, minerals, wheat gluten, fish oil, animal fats.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.36%
Protein	29.0%	Phosphorus	0.92%
Fat	9.0%	Vitamin A	23080 IU/kg
- Omega-6 fatty acids	1.5%	Vitamin D ₃	1245 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	475 IU/kg
		Vitamin C	60 mg/kg
Carbohydrate	43.0%	Taurine	1418 mg/kg
Crude fibre	3.5%	Metabolisable energy (ME) [†]	3477kcal/kg

* Typical analysis in the final product as fed. [†] Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	Maintenance (g/day)	Sterilised (g/day)	Weight loss (g/day)
1	40	35	30
5	120	100	90
10	185	165	140

ALL SIZE ADULT LIGHT / STERILISED

Complete pet food for overweight or sterilised adult dogs of all sizes.



Proven to promote weight management, low in fat



KEY BENEFITS

- ✓ Weight loss diet
- ✓ Maintenance diet after a weight loss programme
- ✓ Maintenance diet to prevent weight gain
- ✓ Neutered and spayed dogs



Low fat – promotes healthy weight loss and helps maintain lean body mass after sterilisation



Helps reduce the feeling of hunger through high protein content, complex carbohydrates sources, and adequate fibre level



Promotes up to 60% body fat loss within 12 weeks, and healthy weight maintenance afterwards thanks to high protein and low fat, combined with a daily walk

3 kg, 7 kg, 14 kg
and 18 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (15%), wheat, dried poultry protein, corn, rice (9%), dried beet pulp, soya meal, digest, corn protein meal, corn grits, wheat gluten, minerals, fish oil, animal fats.

KEY NUTRIENT VALUES*

Moisture	8.0%	Phosphorus	0.91%
Protein	27.0%	Vitamin A	23179 IU/kg
Fat	9.0%	Vitamin D ₃	1246 IU/kg
- Omega-6 fatty acids	1.5%	Vitamin E	474 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin C	60 mg/kg
Carbohydrate	45.0%	Taurine	1430 mg/kg
Crude fibre	3.5%	Metabolisable energy (ME) ¹	3470 kcal/kg
Calcium	1.36%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	Maintenance (g/day)	Sterilised (g/day)	Weight loss (g/day)
1	40	35	30
10	185	165	140
25	345	300	260
35	435	380	325
45	515	445	385
70	690	600	515

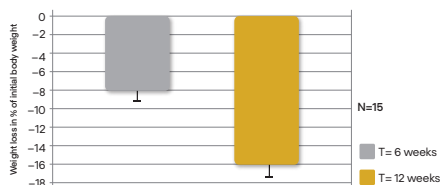
WEIGHT MANAGEMENT FOR OVERWEIGHT DOGS

Weight loss during a weight management programme with 15 overweight dogs of varying breeds fed PURINA® PRO PLAN® ALL SIZE ADULT Light / Sterilised and given a 30 minute daily walk¹.

PURINA® PRO PLAN® ADULT Light / Sterilised is proven to help dogs effectively lose weight:

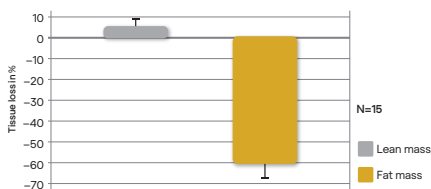
- 8% loss of bodyweight after only 6 weeks
- 16% loss of bodyweight after just 12 weeks

This steady but healthy amount of weight loss helps reduce the risk of weight rebound.



PURINA® PRO PLAN® ADULT Light / Sterilised is proven to specifically target fat mass loss.

PURINA® PRO PLAN® ALL SIZE ADULT Light / Sterilised targets fat loss while maintaining lean body mass (a reduction of 60% of fat tissue in 12 weeks).



Results of a weight management programme with 15 overweight dogs of varying breeds fed PURINA® PRO PLAN® ALL SIZE ADULT Light / Sterilised and given a 30 minute daily walk. Lean and fat mass were measured by DEXA (Dual-X-Ray absorptiometry) at 0 and 12 weeks¹.

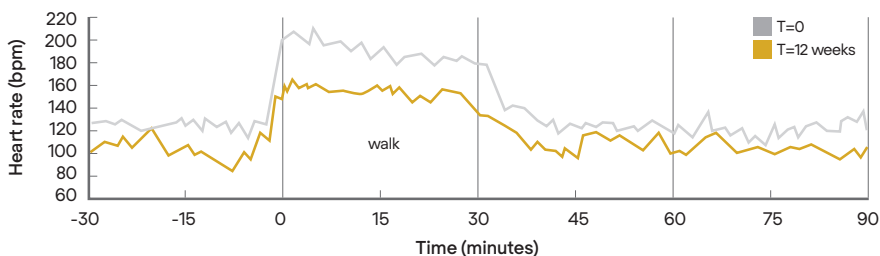
1. Bouthegourd et al. Effects of Weight Loss on Heart Rate Normalization and Increase in Spontaneous Activity in Moderately Exercised Overweight Dogs Intern J Appl Res Vet Med 7 (4) 2009, 153-164.

PURINA® PRO PLAN® ADULT LIGHT / STERILISED SUPPORTS CARDIAC FUNCTION, AIDING COMPLIANCE WITH THE WEIGHT MANAGEMENT PROGRAMME

In overweight dogs, cardiac workload is higher due, in part, to the increase in circulating body fluid volume. This can be associated with reduced exercise tolerance which thereby reduces the efficacy of weight loss programmes. PURINA® PRO PLAN® ALL SIZE ADULT Light / Sterilised contains cardioprotective nutrients such as

taurine, L-carnitine and omega-3 long chain fatty acids, for their protective effects on the heart and blood vessels, and thus helps improve exercise tolerance.

After 12 weeks on a weight loss programme with PURINA® PRO PLAN® ALL SIZE ADULT Light / Sterilised, heart rate was reduced by 21% both at rest and during exercise.




Heart rates measured with ACTIHEART at 0, 6 and 12 weeks during a weight management programme on 15 overweight dogs of varying breeds fed PURINA® PRO PLAN® ALL SIZE ADULT Light / Sterilised and given a 30 minute daily walk¹.

1. Bouthegourd et al. Effects of Weight Loss on Heart Rate Normalization and Increase in Spontaneous Activity in Moderately Exercised Overweight Dogs *Intern J Appl Res Vet Med* 7 (4) 2009. 153-164.

ALL SIZE ADULT
PERFORMANCE

Complete pet food for all sizes of active adult dogs.
Also suitable for gestating / lactating bitches.






Supports
endurance and
aids rapid muscle
recovery



14 kg and 18 kg

KEY
BENEFITS

- ✓ Endurance exercise
- ✓ Intense physical activity
- ✓ Gestation and lactation

-  Increased endurance for highly active and working dogs thanks to high protein and fat levels
-  Formulated to aid rapid muscle recovery
-  A combination of key nutrients that helps to support healthy joints for your dog's active lifestyle

COMPOSITION
& KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (21%), dried poultry protein, wheat, animal fats, rice (8%), soya meal, corn protein meal, digest, dried beet pulp, corn, minerals, fish oil, dried egg.

KEY NUTRIENT VALUES*			
Moisture	8.0%	Phosphorus	1.03%
Protein	31.0%	Vitamin A	21065 IU/kg
Fat	21.0%	Vitamin D ₃	1185 IU/kg
		Vitamin E	475 IU/kg
		Vitamin C	70 mg/kg
		Taurine	1047 mg/kg
Carbohydrate	30.5%	Metabolisable energy (ME) ¹	4147 kcal/kg
Crude fibre	2.0%		
Calcium	1.59%		

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING
GUIDELINES

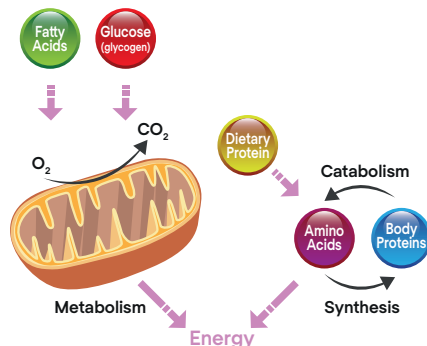
DAILY FEEDING QUANTITY (g/day)						
ADULT MAINTENANCE				BASED ON PREGNANCY STAGE		
Body weight (kg)	Active (1-3 h/day)	Highly active (3-6 h/day)	Intensely active (more than 6 h/day)	Mother Body Weight (kg)	Gestation 6 – 9 weeks	Lactation
1	40	45	55	1	35 – 45	Ad libitum
10	180	205	260	10	170 – 220	
25	330	375	485	25	320 – 405	
35	415	475	605	35	400 – 510	
45	490	560	715	45	470 – 600	
70	660	750	965	70	635 – 810	

PERFORMANCE NUTRITION FOR HIGHLY ACTIVE DOGS

PURINA® PRO PLAN® ALL SIZE ADULT Performance has been specially formulated to provide the nutrients needed for peak performance activity.

It improves:

- Oxygen metabolism for optimised beta-oxidation of fatty acids and energy production.
- Sparing of amino acids and carbohydrates during exercise, to allow better recovery between bouts of exercise.



THE BENEFIT OF HIGH FAT IN THE DIET OF HIGHLY ACTIVE DOGS

Successfully improving the endurance capabilities of dogs is based on **enhancing oxidation of fat for energy and sparing the use of more limited nutrient stores.**

Studies undertaken by Nestlé PURINA® have demonstrated:

- A 27% increase in maximal oxygen consumption and maximal fat oxidation when the diet of trained active dogs is changed from a low to a high fat content¹.

- Dogs fed high fat diets use their glycogen stores at only half the rate of dogs fed a high carbohydrate diet, and mobilise their fat stores twice as fast².

THE BENEFIT OF CARBOHYDRATES IN THE DIET OF HIGHLY ACTIVE DOGS

Adding carbohydrates to the diet has no real impact on performance levels in these dogs, but dietary carbohydrates can

help maintain dogs' glycogen stores, enabling repeated episodes of exercise and work on a long-term basis.

THE BENEFIT OF PROTEIN IN THE DIET OF HIGHLY ACTIVE DOGS

Studies have shown that a diet containing a **minimum of 24% of metabolisable energy from protein** facilitates³:

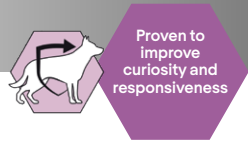
- Optimal maximal oxygen consumption values (VO₂ max) to be maintained during training.

- A reduction in the incidence of soft tissues injuries.

1. Reynolds *et al.*, Effect of diet and training in on muscle glycogen storage and utilisation in sled dogs. *J. Applied Physiol.* 1995, **79**: 1601-1607.
2. Reynolds *et al.*, Lipid Metabolite Responses to Diet and Training in Sled Dogs *J. Nut.*, 1994, **124**: 2754S-2759S.
3. Reynolds *et al.*, Effect of protein intake during training on biochemical and performance variables in sled dogs. *Am J Vet Res.* 1999, **60** (7):789-95.

SMALL & MINI ADULT 9+ AGE DEFENCE

Complete pet food for small & mini size dogs
aged from 9 onwards.



KEY BENEFITS

✓ Maintenance diet for senior dogs < 10 kg



700 g, 3 kg and 7 kg



Improves curiosity and responsiveness
by supporting cognitive function, visible
results in 30 days



Helps promote interaction with his family
thanks to improved brain function and
alternative brain energy source generated
from botanical oils



Maintains healthy mobility and helps
support joint health thanks to EPA, an
omega-3 fatty acid, and glucosamine

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (15%), dried poultry protein, wheat, rice (12%), corn, corn protein meal, vegetable oil fractions (5.5%), dried beet pulp, wheat gluten, soya meal, minerals, animal fats, fish oil, digest, yeast.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.28%
Protein	29.0%	Phosphorus	0.93%
Fat	15.0%	Vitamin A	26262 IU/kg
- Omega-6 fatty acids	1.5%	Vitamin D ₃	1226 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	561 IU/kg
- EPA	0.1%	Vitamin C	83 mg/kg
Carbohydrate	38.5%	Glucosamine	400 mg/kg
Crude fibre	2.0%	Metabolisable energy (ME) ¹	3859 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE FOR DOGS AGED FROM 9 ONWARDS)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
1	30	35
5	90	105
10	145	170

MEDIUM & LARGE ADULT 7+ AGE DEFENCE

Complete pet food for medium & large size dogs
aged from 7 onwards.



Proven to
improve
curiosity and
responsiveness

KEY BENEFITS

- ✓ Maintenance diet for senior dogs > 10 kg



Nº1
INGREDIENT
CHICKEN



3 kg and 14 kg



Improves curiosity and responsiveness
by supporting cognitive function, visible
results in 30 days



Helps promote interaction with his family
thanks to improved brain function and
alternative brain energy source generated
from botanical oils



Maintains healthy mobility and helps
support joint health thanks to EPA, an
omega-3 fatty acid, and glucosamine

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (16%), dried poultry protein, wheat, rice (12%), corn, corn protein meal, vegetable oil fractions (5.5%), dried beet pulp, soya meal, minerals, wheat gluten, animal fats, digest, fish oil.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.4%
Protein	29.0%	Phosphorus	0.93%
Fat	15.0%	Vitamin A	27456 IU/kg
- Omega-6 fatty acids	1.5%	Vitamin D ₃	1228 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	561 IU/kg
- EPA	0.1%	Vitamin C	83 mg/kg
Carbohydrate	38.5%	Glucosamine	400 mg/kg
Crude fibre	2.0%	Metabolisable energy (ME) ¹	3859 kcal/kg

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE FOR DOGS AGED FROM 7 ONWARDS)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
10	145	170
25	270	310
35	340	390
45	400	460
70	540	620

AGE DEFENCE

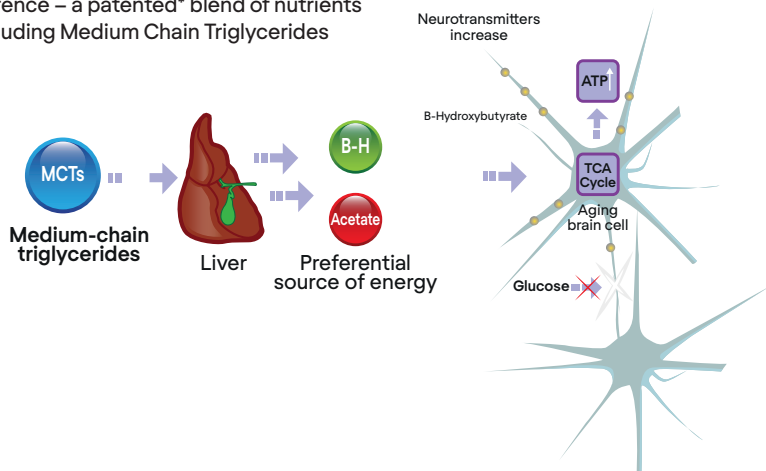
AGE DEFENCE: A NUTRITIONAL SOLUTION FOR SENIOR DOGS

Dogs over seven years have significant but often sub-clinical changes in brain function. Research has shown that typically, from seven years of age, canine neurones gradually lose the ability to use glucose as an energy source leading to neuronal apoptosis and ultimately brain dysfunction¹.

Nestlé PURINA® Research and Development teams have proven that Age Defence – a patented* blend of nutrients including Medium Chain Triglycerides

(MCTs) can dramatically improve cognitive function in older dogs², help restore declining brain function and help slow further deterioration.

MCTs are converted into aceto-acetate and beta-hydroxybutyrate by the liver; these ketone metabolites are then effectively (and preferentially in the older dog) used by brain neurones as an alternative energy source for cellular function.

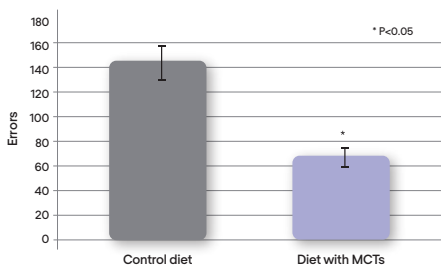


Age Defence is proven to help improve cognitive function and mental alertness in senior dogs and has been included in PURINA® PRO PLAN® Small & Mini Adult 9+ and PURINA® PRO PLAN® Medium & Large Adult 7+ products.

A study from Nestlé PURINA® has proven that the Age Defence blend²:

- Helps improve memory and interactivity in older dogs.
- Helps increase the ability of a senior dog to adapt and cope with changes.
- Helps increase a senior dog's attention span and alertness.

DOGS FED MCTs HAD IMPROVED COGNITIVE FUNCTION AS MEASURED DURING MEMORY AND LEARNING TASKS



1. London *et al.* Regional cerebral metabolic rate for glucose in Beagle dogs of different ages. *Neurobiol Aging*. 1983; **4**(2):121-126.

2. Pan Y, Larson BT, *et al.* Brit J Nutr: Dietary supplementation with medium-chain TAG has long-lasting cognition-enhancing effects in aged dog. *Brit J Nutr*. 2010; **103**: 1746-1754.

* Patent pending in Europe.

SMALL & MINI ADULT DUO DELICE

Complete pet food for small & mini size adult dogs.

Excellent
taste &
dual texture
kibbles

✓ Maintenance diet for adult dogs < 10 kg



KEY BENEFITS



Excellent taste and a combination of crunchy kibbles and tender shredded pieces to encourage your dog to chew



Helps to keep your dog's coat beautifully shiny from root to tip



A combination of key nutrients that helps to support healthy joints for your dog's active lifestyle



700 g and 2.5 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

CHICKEN: High quality chicken (including back and chest) (18.0%), wheat, dried poultry protein, corn, animal fats, wheat gluten, rice (4.0%), dried beet pulp, digest, minerals, corn grits, glycerol, corn protein meal, dried egg, fish oil, roasted malt flour.

BEEF: High quality beef (including lungs) (18.0%), wheat, dried poultry protein, corn, animal fats, wheat gluten, rice (4.0%), dried beet pulp, digest, minerals, corn grits, glycerol, corn protein meal, dried egg, fish oil, roasted malt flour.

KEY NUTRIENT VALUES*

	Chicken	Beef		Chicken	Beef
Moisture	8.8%	8.8%	Phosphorus	0.9%	0.82%
Protein	27.0%	27.0%	Zinc	16.93 mg/100g	16.98 mg/100g
Fat	17.0%	17.0%	Vitamin A	16826 IU/kg	17920 IU/kg
- Omega-6 fatty acids	2.4%	2.1%	Vitamin D ₃	956 IU/kg	956 IU/kg
- Omega-3 fatty acids	0.3%	0.3%	Vitamin E	474 IU/kg	474 IU/kg
Carbohydrate	37.2%	37.7%	Vitamin C	70 mg/kg	70 mg/kg
Crude fibre	2.0%	2.0%	Metabolisable energy (ME) ¹	3896 kcal/kg	3914 kcal/kg
Calcium	1.74%	1.49%			

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
1	35	40
5	105	120
10	165	190

MEDIUM & LARGE ADULT DUO DELICE

Complete pet food for medium & large size adult dogs.

Excellent
taste &
dual texture
kibbles

✓ Maintenance diet for adult dogs > 10 kg



KEY BENEFITS



Excellent taste and a combination of crunchy kibbles and tender shredded pieces to encourage your dog to chew



Helps to keep your dog's coat beautifully shiny from root to tip



A combination of key nutrients that helps to support healthy joints for your dog's active lifestyle



10 kg

COMPOSITION & KEY NUTRIENTS

COMPOSITION

CHICKEN: High quality chicken (including back and chest) (18.0%), wheat, corn, dried poultry protein, animal fats, rice (4.0%), corn grits, dried beet pulp, digest, wheat gluten, minerals, glycerol, corn protein meal, dried egg, fish oil, roasted malt flour.

BEEF: High quality beef (including lungs) (17.5%), wheat, corn, dried poultry protein, animal fats, dried beet pulp, rice (4.0%), corn grits, digest, wheat gluten, minerals, glycerol, corn protein meal, dried egg, fish oil, roasted malt flour.

SALMON: High quality salmon (including head, bone, meat) (15.0%), dried poultry protein, wheat, corn, rice (11.0%), animal fats, wheat gluten, dried beet pulp, minerals, digest, glycerol, corn protein meal, dried egg, roasted malt flour, fish oil.

KEY NUTRIENT VALUES*

	Chicken	Beef	Salmon		Chicken	Beef	Salmon
Moisture	8.8%	8.8%	8.8%	Phosphorus	0.9%	0.8%	1.04%
Protein	25.0%	25.0%	25.0%	Zinc	17.89 mg/100g	17.93 mg/100g	17.83 mg/100g
Fat	15.0%	15.0%	15.0%	Vitamin A	16351 IU/kg	17124 IU/kg	16292 IU/kg
- Omega-6 fatty acids	2.1%	1.9%	1.7%	Vitamin D ₃	927 IU/kg	914 IU/kg	1187 IU/kg
- Omega-3 fatty acids	0.3%	0.3%	0.4%	Vitamin E	473 IU/kg	474 IU/kg	478 IU/kg
Carbohydrate	41.2%	41.2%	41.2%	Vitamin C	70 mg/kg	70 mg/kg	70 mg/kg
Crude fibre	2.0%	2.5%	2.0%	Metabolisable energy (ME) [†]	3795 kcal/kg	3777 kcal/kg	3795 kcal/kg
Calcium	1.74%	1.48%	1.49%				

* Typical analysis in the final product as fed. † Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)		1 to 3 h activity (g/day)	
	Chicken/ Salmon	Beef	Chicken/ Salmon	Beef
10	170	170	195	195
25	315	320	360	365
35	395	400	455	455
45	470	470	535	540
70	630	635	720	725

BISCUITS

Complementary dog food for adult dogs of all sizes.

KEY BENEFITS

BISCUITS



Healthy teeth and gums

Supports healthy teeth and gums thanks to calcium, vitamin D and a crunchy texture



Good digestion

Proteins, fibre and carbohydrates from selected cereals to help good digestion

BISCUITS LIGHT



Weight control

Helps to maintain muscle mass and reduce body fat thanks to 26% protein and being low in fat



Good digestion

Proteins, fibre and carbohydrates from selected cereals to help good digestion



400 g

COMPOSITION & KEY NUTRIENTS

COMPOSITION (WITH CHICKEN & RICE)

Wheat flour (45%), rice (17%), dried chicken protein (7%), corn protein meal, wheat (5%), digest, dried defatted animal meal, wheat gluten, pork fat, minerals, soybean oil, dried yeasts.

COMPOSITION (WITH LAMB & RICE)

Wheat flour (50%), rice (14%), dried lamb protein (7%), corn protein meal, wheat (5%), digest, wheat gluten, pork fat, minerals, soybean oil, dried yeasts.

COMPOSITION (WITH SALMON & RICE)

Wheat flour (46%), rice (18%), dried salmon protein (10%), corn protein meal, wheat (5%), digest, wheat gluten, pork fat, minerals, soybean oil, dried yeasts.

COMPOSITION (LIGHT)

Wheat flour (44%), rice (19%), dried chicken protein (15%), corn protein meal, wheat (4%), wheat gluten, minerals, digest, pork fat, dried yeasts, soybean oil.

KEY NUTRIENT VALUES*

	with Chicken & Rice	with Lamb & Rice	with Salmon & Rice	Light
Moisture	9.5%	9.5%	9.5%	9.5%
Protein	22.0%	21.0%	22.0%	26.0%
Fat	8.0%	8.0%	8.0%	6.0%
Carbohydrates	51.0%	53.6%	52.7%	50.3%
Crude fibre	2.0%	1.4%	1.3%	1.7%
Calcium	1.1%	1.0%	1.0%	1.1%
Phosphorus	0.90%	0.80%	0.75%	0.90%
Metabolisable energy (ME) ¹	3.582 kcal/g	3.615 kcal/g	3.619 kcal/g	3.539 kcal/g

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (number of PRO PLAN® BISCUITS/day)

Body weight (kg)	with Chicken & Rice	with Lamb & Rice	with Salmon & Rice	Light
1 – 10	1-4	1-4	1-4	1-4
10 – 25	4-8	4-8	4-8	4-8
25 – 45	8-13	8-12	8-12	8-12

To maintain optimal nutrient and caloric intake, remove the equivalent of around 10 g of PRO PLAN® dry dog adult for each PRO PLAN® Biscuit given.

