



 PURINA®
PRO PLAN®

WEIGHT MANAGEMENT

The effective nutritional solutions from PURINA® PRO PLAN®

WEIGHT ISSUES

Product Selector

PET OVERWEIGHT

Body Condition Score 6+

TOO HEAVY

- 6 Ribs palpable with slight excess fat covering. Waist is discernible viewed from above but is not prominent. 
- 7 Ribs palpable with difficulty; heavy fat cover. Noticeable fat deposits over lumbar area and base of tail. 
- 8 Ribs not palpable under very heavy fat cover, or palpable only with significant pressure. 
- 9 Massive fat deposits over thorax, spine and base of tail. Waist and abdominal tuck absent. 

- 6 Ribs palpable with slight excess fat covering; waist and abdominal fat pad distinguishable but not obvious. 
- 7 Ribs not easily palpated with moderate fat covering; waist poorly discernible; obvious rounding of abdomen. 
- 8 Ribs not palpable with excess fat covering; waist absent; obvious rounding of abdomen. 
- 9 Ribs not palpable under heavy fat cover; heavy fat deposits over lumbar area, face and limbs. 

PET NORMAL WEIGHT BUT HIGH RISK OF OBESITY

Body Condition Score – 4–5 (dogs) / 5 (cats)

IDEAL

- 4 Ribs easily palpable, with minimal fat covering. Waist easily noted, viewed from above. 
- 5 Ribs palpable without excess fat covering. Waist observed behind ribs when viewed from above. 

- 5 Well-proportioned; observe waist behind ribs; ribs palpable with slight fat covering. 


PURINA
PRO PLAN
VETERINARY
DIETS

OM OBESITY MANAGEMENT (Dogs)



OM St/Ox OBESITY MANAGEMENT (Cats)



Successfully reaches healthy body weight

Stay on OM or OM St/Ox Obesity Management for at least 8 months* with close veterinary supervision

If still successfully maintaining normal weight after 8 months* – gradual transition to Maintenance diets (with close monitoring of weight)

PURINA
PRO PLAN

NEUTERED

PURINA® PRO PLAN® STERILISED & STERILISED ADULT 7+ (Cats)



PURINA® PRO PLAN® LIGHT/STERILISED (Dogs)



• **HIGH RISK BREED**
• **INADEQUATE EXERCISE** (indoor cats, pet or owners unable to exercise)

PURINA® PRO PLAN® LIGHT (Cats)



PREVENTING OBESITY AND AVOIDING REBOUND WEIGHT GAIN

Long-term nutritional solutions
from PURINA® PRO PLAN®

PROVEN
FORMULAS

HIGH QUALITY
INGREDIENTS



ALL SIZE ADULT – LIGHT/STERILISED with OPTIWEIGHT™



A complete diet for overweight adult dogs, those prone to weight gain and sterilised dogs

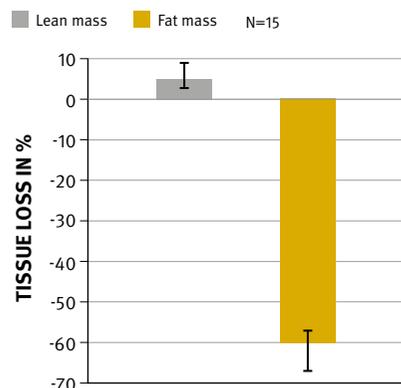
USAGES

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

PROVEN RESULTS

PRO PLAN® ALL SIZES ADULT LIGHT / STERILISED with OPTIWEIGHT™ is proven to specifically target fat mass loss

PRO PLAN® ALL SIZES ADULT LIGHT / STERILISED with OPTIWEIGHT™ 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 PRO PLAN® ALL SIZES ADULT LIGHT / STERILISED with OPTIWEIGHT™ and given a 30 minute daily walk.

Lean and fat mass were measured by DEXA (Dual-X-Ray absorptiometry) at 0 and 12 weeks¹.

KEY BENEFITS:



LOW FAT- PROMOTES HEALTHY WEIGHT LOSS – Proven to support healthy weight loss and maintain lean body mass during weight loss and after sterilisation, thanks to high protein and reduced fat levels*.



HELPS REDUCE THE FEELING OF HUNGER – Promotes satiety thanks high protein content, complex carbohydrates and adequate fibre level.



SUPPORTS HEALTHY JOINTS – Contains a combination of key nutrients - such as omega 3 fatty acids, high protein levels and glucosamine to help to support healthy joints.

*compared to PRO PLAN® Adult Medium with OPTIHEALTH.



1.5 kg, 3 kg, 7 kg, 12 kg

DAILY FEEDING QUANTITIES (Adult Maintenance)

Body weight (kg)	g/day Maintenance	g/day Sterilised	g/day Weight Loss
1-10 kg	45-200	35-175	30-150
10-25 kg	200-370	175-320	150-275
25-35 kg	370-460	320-400	275-345
35-45 kg	460-545	400-475	345-410
45-70 kg	545-735	475-640	410-550

INGREDIENTS

Dehydrated poultry protein, Wheat, Maize, Chicken (14%), Dried beet pulp, Soya meal, Maize grits, Rice (4%), Gluten, Digest, Fish oil, Minerals, Animal fat.

LIGHT/STERILISED WITH OPTIWEIGHT™ ALL SIZE ADULT

Key nutrient values	Dry
Moisture	9.5%
Protein	27%
Fat	9%
- Essential fatty acids	1.70%
- Omega-6 fatty acids	1.70%
- Omega-3 fatty acids	0.50%
Carbohydrate	45%
Crude Fibre	3.0%
Calcium	1.3%
Phosphorus	0.8%
Vitamin A	18700 IU/ kg
Vitamin D ₃	891 IU/ kg
Vitamin E	473 IU/ kg
Vitamin C	60 mg/ kg
Taurine	1519 mg/kg
L-Carnitine	200 mg/kg
Metabolisable energy (ME) [§]	3.3 kcal/g

§ Calculated using modified Atwater's factors.

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.

ADULT – LIGHT (Dry Diet)



A complete diet for overweight adult dogs, those prone to weight gain and sterilised dogs

USAGES

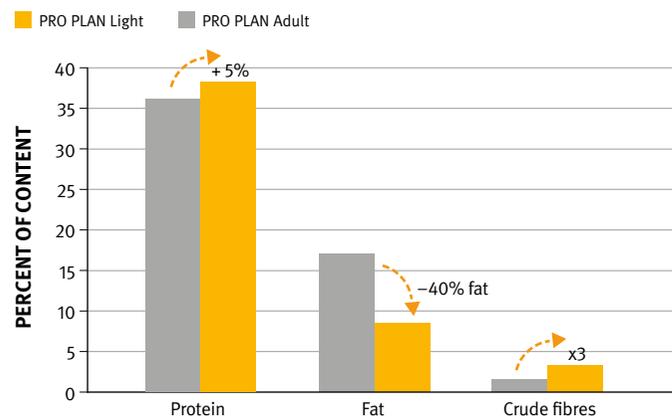
- Less active or sedentary cats from 1 to 7 years
- Overweight cats

PROVEN RESULTS

Increased protein in diet = increased fat loss during dieting



PRO PLAN® ALL SIZES ADULT LIGHT / STERILISED with OPTIWEIGHT™ is proven to specifically target fat mass loss



KEY BENEFITS:



HIGHLY PALATABLE RECIPE – Made with cuts of turkey and a very palatable kibble coating to promote client compliance.



PROTEIN DIGESTIBILITY ABOVE 85% – Together with a high protein level, helps promote lean body mass maintenance during weight loss.

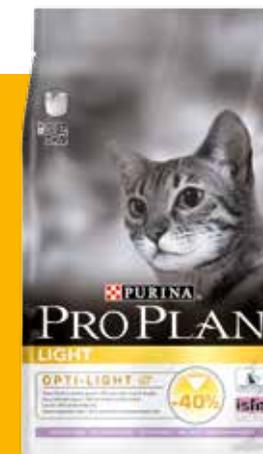


HELPS MAINTAIN HAIR HEALTH AND BEAUTY DURING WEIGHT LOSS – Contains vitamin A, essential fatty acids and zinc for silky and glossy coat.

OPTI-LIGHT Low fat to help weight loss



WITH OPTILIGHT® – helps weight loss due to fat reduced by -40% versus adult formula together with high protein levels and added fibres.



400 g, 1.5 kg, 3 kg, and 10 kg

DAILY FEEDING QUANTITIES (Adult Maintenance)

Body weight (kg)	Weight loss	Weight maintenance
4 – 6	55 – 85	70 – 105
6 – 8	85 – 110	105 – 140
8 – 10	110 – 140	140 – 175

LIGHT (DRY DIET) WITH OPTILIGHT® ADULT

Key nutrient values	Dry
Moisture	6%
Protein	38%
Fat	9.0%
Carbohydrate	38%
Crude fibre	3.0%
Calcium	1.1%
Phosphorus	1.0%
Vitamin A	22 175 IU/kg
Vitamin D ₃	110 IU/kg
Vitamin E	647 mg/kg
Vitamin C	70 mg/kg
Zinc	185 mg/kg
Taurine	1693 mg/kg
Metabolisable energy (ME) [§]	3.4 kcal/g

§ Calculated using modified Atwater's factors.

INGREDIENTS

Turkey (16%), maize gluten meal, rice, soya meal, wheat gluten meal, maize, dehydrated poultry protein, wheat, beet pulp, minerals, fish oil, animal fat, digest, yeast, dried egg.

ADULT – STERILISED (Dry Diet)



A complete dry diet for neutered or sterilised adult cats

USAGES

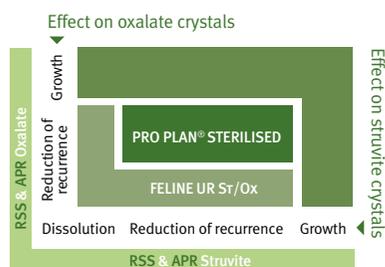
- Neutered or sterilised cats from 1 to 7 years

PROVEN RESULTS

Neutered cats are at higher risk of weight gain and FLUTD

- Neutering interferes with control of normal food intake, resulting in food overconsumption and weight gain.
- Neutering reduces daily energy requirements by 25-30% by decreasing basal metabolic rate and spontaneous activity
- Together with being prone to weight gain, neutered cats are at risk to develop FLUTD

PRO PLAN® Sterilised is designed for FLUTD prevention



RSS and APR: the most sensitive technologies to predict the risk of urolith formation

- RSS (Relative Supersaturation) and APR (Activity Product Ratio) are breakthrough technologies that can be applied to assess the likelihood of a diet to promote/prevent urolith formation in felines.
- The combination of the two technologies provide the most sensitive assessment for measuring urine mineral saturation and predicting crystal evolution.

PRO PLAN® STERILISED	With rabbit	Rich in turkey	Rich in salmon
RSS&APR struvite	Undersaturated ✓	Undersaturated/metastable ✓	Undersaturated ✓
RSS & APR Calcium oxalate	Metastable ✓	Metastable ✓	Metastable ✓
Urine pH	6.4 ✓	6.3 ✓	6.5 ✓

KEY BENEFITS:



HELPS LIMIT THE RISK OF FELINE LOWER URINARY TRACT DISEASE (FLUTD) – With urine RSS and APR undersaturated or in the low metastable range for struvite and calcium oxalate.



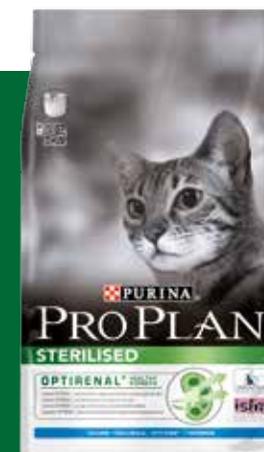
HELPS MAINTAIN AN IDEAL BODY WEIGHT – Contains a high protein level (41%), added fibre and low carbohydrate level. Feeding guidelines adapted to the lower energy needs of neutered cats.



HELPS PROTECT TEETH FROM PLAQUE AND TARTAR BUILD-UP – Crunchy kibbles reducing plaque and tartar deposition by mechanical action.



OPTIRENAL® – is a special combination of nutrients including antioxidants, arginine and omega-3 fatty acids.



400 g, 1.5 kg, 3 kg, and 10 kg

DAILY FEEDING QUANTITIES (Adult Maintenance)

Body weight (kg)	Daily feeding quantity (g)
2 – 4	30 – 60
4 – 6	60 – 90
6 – 8	90 – 120

STERILISED WITH OPTIRENAL ALL SIZE ADULT

Key nutrient values [§]	Dry
Moisture	6%
Protein	41%
Fat	12.0%
Carbohydrate	29.5%
Crude fibre	4.5%
Vitamin A	21822 IU/kg
Vitamin D ₃	1450 IU/kg
Vitamin E	775 IU/kg
Vitamin C	80 mg/kg
Taurine	2045 mg/kg
Metabolisable energy (ME) [§]	3.5 kcal/g

[§] Average of the three varieties. [§] Calculated using modified Atwater's factors.

INGREDIENTS

Rich in turkey: Turkey (20%), dehydrated poultry protein, maize gluten meal, rice, maize, wheat fibre, wheat gluten meal, dried egg, fish oil, animal fat, minerals, digest, yeast.

Rich in salmon: Salmon (20%), dehydrated poultry protein, maize gluten meal, rice, maize, wheat fibre, wheat gluten meal, dried egg, minerals, animal fat, digest, yeast.

With rabbit: Chicken, maize gluten meal, rice, dehydrated poultry protein, wheat gluten meal, maize, wheat fibre, rabbit (4%), animal fat, dried egg, minerals, fish oil, digest, yeast.

ADULT – STERILISED NUTRISAVOUR (Wet Diet)



A complete wet diet for adult cats

USAGES

- Neutered or sterilised cats from 1 to 7 years

PROVEN RESULTS

Overweight and neutered cats are at increased risk of FLUTD

PRO PLAN Sterilised Nutrisavour helps increase a cat's water intake and therefore promotes diuresis- thereby helping maintain lower urinary tract health.

Sterilised cats are at increased risk of weight gain

PRO PLAN Sterilised Nutrisavour helps maintain lean muscle mass due to increased protein and lower fat levels**.

**vs the other adult Nutrisavour products



KEY BENEFITS:



HELPS MAINTAIN URINARY HEALTH IN NEUTERED CATS – Fed with a wet diet, a cat increases water intake and diuresis thanks to higher food moisture.



HELPS MAINTAIN HEALTHY BODY WEIGHT – Contains higher protein and lower fat levels*, which helps maintain lean body mass.



HELPS MAINTAIN STRONG NATURAL DEFENCES THANKS TO ANTIOXIDANTS, SUCH AS VITAMIN E – Contains vitamin E, zinc and selenium.

TENDER PIECES WITH MEATY PIECES IN GRAVY – Soft pieces cut into fillets, made with a proprietary technology.



OPTIRENAL® – is a special combination of nutrients including antioxidants, arginine and omega-3 fatty acids.

*vs the other adult Nutrisavour products



85 g pouch

DAILY FEEDING QUANTITIES (Adult Maintenance)

Body weight (kg)	Pouches/day ¹
2	2
4	3
6	4

¹ to be fed in at least two separate meals

INGREDIENTS

With beef: Meat and animal derivatives (of which beef 4%), vegetable protein extracts, fish and fish derivatives, derivatives of vegetable origin, minerals, oils and fats, various sugars.

With chicken: Meat and animal derivatives (of which chicken 4%), vegetable protein extracts, fish and fish derivatives, derivatives of vegetable origin, minerals, oils and fats, various sugars.

STERILISED WITH OPTIRENAL ALL SIZE ADULT

Key nutrient values ¹	Wet
Moisture	78%
Protein	13%
Fat	3.3%
- Omega-6 fatty acids	0.9%
- Omega-3 fatty acids	0.1%
Carbohydrate	3%
Crude fibre	0.5%
Calcium	0.3%
Phosphorus	0.3%
Zinc	85 mg/kg
Selenium	0.1 mg/kg
Vitamin A	13050 IU/kg
Vitamin D	529 IU/kg
Vitamin E	195 IU/kg
Metabolisable energy (ME) ²	0.85 kcal/g

¹ Average of the three varieties. ² Calculated using modified Atwater's factors.

ADULT – STERILISED 7+ (Dry Diet)



A complete diet for all mature sterilized adult cats

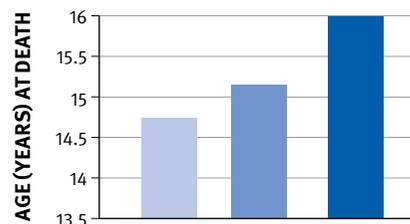
- From 7 years old and above

PROVEN RESULTS

LONGEVIS® is proven to extend the healthy life of senior cats

Cats fed a diet containing the LONGEVIS® combination lived significantly longer than cats fed either a standard nutritionally complete diet or a standard diet only supplemented with antioxidants and they showed a significant higher average age at death compared to the cats of the two other groups (one year on average).

■ Lean ■ Antioxidant ■ Longevis®



Nestlé PURINA® has proven that cats aged seven years and above, when fed exclusively on a diet containing LONGEVIS® lived significantly longer whilst enjoying good health.

When mature cats fed nutritionally complete and balanced diets were compared, cats fed on the diet rich in LONGEVIS® not only extended their life, but also exhibited stronger indices of health such as:

- Improved red blood cell levels and haematocrit
- Enhanced vitamin E absorption and circulating levels, which helps maintain the immune system function
- Reduced thinning of the skin generally seen in older cats
- Maintenance of a healthy body weight and body protein stores
- Maintenance of a healthier gut flora balance

KEY BENEFITS:



HELPS SUPPORT KEY VITAL FUNCTIONS (IMMUNE, RENAL, DIGESTION)– Formulated with LONGEVIS proprietary combination of prebiotics, antioxidants (Vit E and beta-carotene), essential omega 3 and 6 fatty acids.



HELPS MAINTAINS URINARY HEALTH IN NEUTERED CATS THAT ARE AT INCREASED RISK OF FLUTD – Contains balanced minerals and it is formulated for controlled urinary pH.



HELPS MAINTAIN AN IDEAL BODY WEIGHT – Formulated with moderate fat levels, high protein and added L-carnitine.



LONGEVIS® – a Nestlé PURINA® proprietary combination of ingredients, proven to extend lifespan of 7+ cats by one year on average.



400g e, 1.5k e, 3kg e

DAILY FEEDING QUANTITIES (Adult Maintenance)

Body weight (kg)	Age 7-11 years old	Age >12 years old
2 – 4	30 - 55 g	45-65 g
4 – 6	55-85 g	65-100 g
6 – 8	85-115 g	100-135 g

STERILISED 7+ WITH LONGEVIS® ADULT

Key nutrient values	Dry
Moisture	6%
Protein	40%
Fat	13%
- Omega-6 fatty acids	3.0%
- Omega-3 fatty acids	0.5%
Carbohydrate	32%
Crude Fibre	3%
Calcium	0.9%
Phosphorus	0.8%
Vitamin A	22810 IU/kg
β-carotene	180 mg/kg
Vitamin D	1195 IU/kg
Taurine	2713 mg/kg
Vitamin E	1270 IU/kg
L-Carnitine	200 mg/kg
Metabolisable energy (ME)**	3.6 kcal/g

** Calculated using modified Atwater's factors.

INGREDIENTS

Turkey (14%), dehydrated poultry protein, rice, maize gluten meal, wheat gluten meal, wheat, wheat fibre, soya meal, corn starch, dried egg, animal fat, dried chicory root (2%)*, soybean oil, minerals, fish oil, digest, yeast.

* Natural prebiotic.

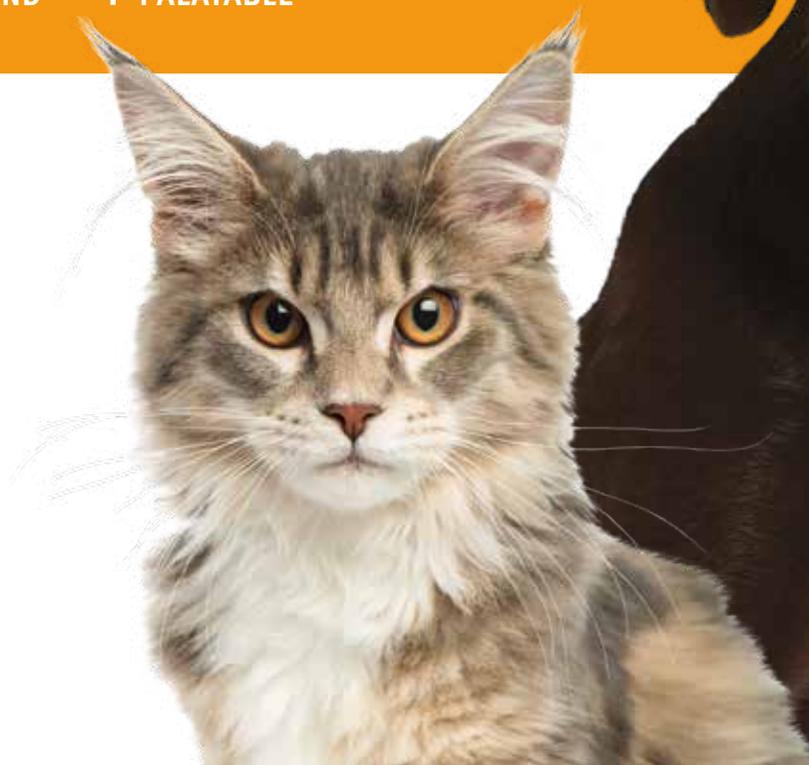
CORRECTING OBESITY

Advanced nutritional solutions from
PURINA® PRO PLAN® VETERINARY DIETS

CLINICALLY
PROVEN EFFICACY

SIMPLE TO STOCK
AND RECOMMEND

HIGHLY
PALATABLE



Canine OM Obesity Management



A clinical diet designed for weight loss and maintenance

INDICATIONS

- Obesity and weight management
- Weight loss for Diabetic dogs
- Fibre-responsive diseases such as:
 - Constipation
 - Hyperlipidaemia

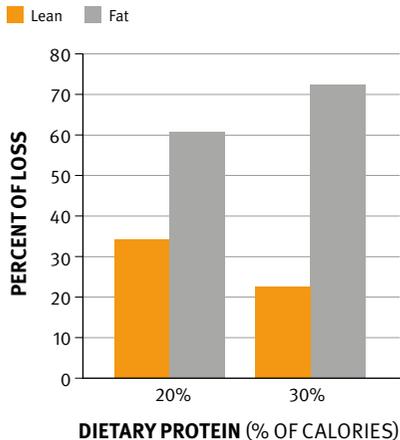
CONTRAINDICATIONS

- Not suitable for growth and reproduction
- Conditions associated with catabolic state

PROVEN RESULTS

Proven successful in weight loss and for preventing weight rebound.

- In weight loss studies, increased protein in Canine OM Obesity Management spared lean body mass and facilitated greater fat loss in dogs during weight loss.
- Raleigh lost 35 kg to drop from 84 kg to 49 kg in just 16 months on Canine OM Obesity Management.
- With 29% of high quality protein, Canine OM Obesity Management dry helps promote satiety and reduce the risk of rebound weight gain after weight loss.



KEY BENEFITS:



HIGH PROTEIN - to help promote loss of fat while maintaining lean body mass during weight loss.



LOW CALORIE - to help reduce quantity of calories consumed.



GLUCOSE CONTROL - to help nutritionally manage diabetes mellitus.



400 g 3kg and 12kg

DAILY FEEDING QUANTITIES

Body weight (kg)	Dry only (g/day)	Wet only (can/day)	Can+dry combined	
			Can/day	g/day
2.5	70 / 85	¾ / 1	½ / ½	40 / 45
5	100 / 140	1 / 1 ½	½ / 1	60 / 55
10	145 / 220	1 ¼ / 2 ½	1 / 1	60 / 135
15	175 / 290	2 / 3 ½	1 / 1	90 / 205
25	215 / 405	2 ½ / 4 ¾	1 / 1	130 / 320
35	240 / 510	2 ¾ / 6	1 / 1	160 / 425
45	260 / 600	3 / 7	1 / 1	175 / 520
70	275 / 810	3 ½ / 9 ¾	1 / 1	190 / 640

■ Adult Weight Loss For each additional 5 kg of body weight, feed an additional 20g / 40g of dry food or ¼ / ½ of can per day
 ■ Adult Maintenance

INGREDIENTS

Dry: Maize meal*, maize gluten meal, soya meal*, pea fibre, barley*, wheat gluten meal, dehydrated poultry protein, digest, minerals, animal fat.

Wet: Pork heart and liver, poultry heart and liver, cellulose powder, flour rice, minerals, sugar.

* Carbohydrate sources

CANINE OM OBESITY MANAGEMENT

Key nutrient values	Dry	Wet
Moisture	7.5%	79.5%
Protein	29%	8.8%
Fat	6%	2.5%
- Linoleic acid	1.4%	0.48%
Carbohydrate	41%	2.8%
- Starch	26%	0.9%
- Total sugars	1.6%	0.9%
Crude fibre	10%	4.4%
Soluble fibre	1.6%	0.3%
Insoluble fibre	18.7%	5.5%
Vitamin E	300 mg/kg	70 mg/kg
Metabolisable energy (ME) [§]	2.9 kcal/g	0.62 kcal/g

[§] Calculated using modified Atwater's factors.

Feline OM St/Ox Obesity Management



A clinical diet designed for weight loss and maintenance of optimal weight in adult cats

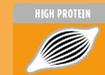
INDICATIONS

- Obesity
- Constipation
- Hyperlipidaemia
- Diabetes mellitus in overweight cats

CONTRAINDICATIONS

- Not suitable for growth and reproduction

KEY BENEFITS:



HELPS PROMOTE LOSS OF FAT while maintaining lean body mass during weight loss.



LOW FAT AND LOW CALORIE DIET helps promote effective and steady weight loss.

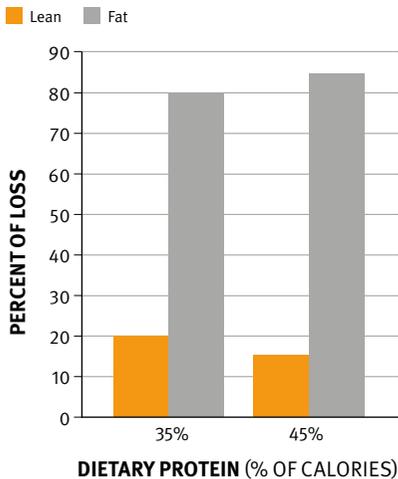


FORMULATED TO PROMOTE LOW RSS AND APR to help prevent the development of struvite and oxalate uroliths (St/Ox urinary security), a more common concern in overweight or obese cats.



PROVEN RESULTS

Increased dietary protein = increased fat loss in cats



PURINA® PRO PLAN® VETERINARY DIETS OM St/Ox Obesity Management is characterised by:

- Higher protein levels and high protein:calorie ratio that has been proven to minimise loss of lean weight and encourage loss of fat during weight loss in cats

DAILY FEEDING QUANTITIES

Body weight (kg)	Dry only (g/day)	Wet only (can/day)	Wet+dry combined	
			Dry g/day	Wet Can/day
4	60 / 75	1 ¼ / 1 ½	10 / 25	1 / 1
6	95 / 115	2 / 2 ½	45 / 65	1 / 1
8	125 / 155	2 ½ / 3 ¼	75 / 105	1 / 1
10	155 / 195	3 / 4	105 / 140	1 / 1
12	185 / 215	3 ¾ / 4 ¼	130 / 165	1 / 1

- Adult Weight Loss
- Adult Maintenance

For each additional 1 kg of body weight, feed an additional ¼ / ½ of can per day when only wet food, or 15 g / 20 g of dry food when only dry food is fed.

INGREDIENTS

Dry: Maize gluten meal, wheat gluten meal, soya meal, dehydrated poultry protein, wheat flour, pea fibre, digest, minerals, animal fat, fish oil, yeast.

Wet: Pork kidney, liver and lung, poultry heart and liver, turkey, dehydrated pork protein, cellulose, rice flour, minerals, corn starch, various sugars.

FELINE OM St/Ox OBESITY MANAGEMENT

Key nutrient values	Dry	Wet
Moisture	6.5%	77.5%
Protein	4.8%	11.8%
Fat	8%	3.5%
- Omega-6 fatty acids	1.29%	0.8%
- Omega-3 fatty acids	0.39%	0.1%
Carbohydrate	22%	2.8%
Crude Fibre	7.5%	1.5%
Bentonite	1500 mg/kg	1850 mg/kg
Vitamin E	550 mg/kg	126 mg/kg
Metabolisable energy (ME)*	3.1 kcal/g	0.8 kcal/g

*Calculated using modified Atwater's factors.



Committed to providing you with simple and effective nutritional solutions.

To find out how to transform many of your weight management cases, please contact your PURINA® representative.