

## THE EXPERT CARE NUTRITION RANGE

The new maintenance range with active protection for their health

### THE EXPERT CARE NUTRITION RANGE

Your guide to Purina® Pro Plan® Acti-Protect™

# INTRODUCING NEW PRO PLAN® EXPERT CARE NUTRITION

TAILORED DIETS FOR CATS AND DOGS AT EVERY LIFE STAGE

At PURINA® PRO PLAN®, we believe that great nutrition can make a big difference to your pet's health. The leading-edge science behind our recipes is expertly applied, so your cat and dog can benefit for life. That's why our team of expert veterinarians, together with our pet nutritionists, have developed PURINA® PRO PLAN® ACTI-

PROTECT. This range is enriched with bovine colostrum a bioactive ingredient, proven to help





Helps support a healthy immune system

Bovine Colostrum is the early milk produced by cows during the first days after giving birth\*. This milk contains nutrients and special proteins called antibodies that help fight disease-causing agents such as bacteria and viruses. The way colostrum works in adult animals is still not well understood, but scientific research has found that there are active compounds in the bovine colostrum that, once in the gut, have two main beneficial effects:

- Helping to support a healthy immune system.
- Helping to promote a healthy intestinal microbiota.

This beneficial effects have been scientifically demonstrated. Through our research, we have found that cats and dogs at every life stage can benefit from colostrum, because it:

- Helps support a healthy immune system
- Helping to support a balanced gut microflora.



To choose the right PURINA® PRO PLAN® food for your pet and further information related to the benefits of Purina® ProPlan® Acti-Protect™ and the mechanism of colostrum please ask your veterinarian.

### PRO PLAN® FXPERT CARE NUTRITION SMALL & MINI PUPPY



Available in dry 700g and 3kg

#### COMPOSITION

lamb (20%), dried poultry protein, soya meal, rice, animal fat, corn grits, corn protein meal, dried beet pulp, corn, dried egg, digest, minerals, fish oil (1%), dried colostrum (0.1%)

#### **WEANING AND GROWTH**

During weaning from 3 to 6 weeks of age offer moistened PRO PLAN® Puppy 3 to 4 times per day. After weaning, feed according to the guidelines in the table. From 3 months gradually reduce the amount of added water.



Contains fish oil, a source of DHA, essential for healthy brain and vision development.



Contains prebiotic scientifically proven to increase bifidobacteria for gut microflora balance.



Helps maintain good faecal quality during weaning periods.

#### FEEDING GUIDELINES (Grams per day)

Adult weight (kg)		Puppy age (months)		
	1.5-3	4-5	6-8	9-12
1	45-50	55	55-Adult	Adult
3	50-60	65	60-Adult	Adult
6	60-90	85-80	80	8o-Adult
10	75-110	115-135	135	135-Adult

	ANALYTICAL CONSTITUE	ENTS
	Moisture	8.0%
	Protein	34.0%
	Fat	21.0%
	Carbohydrates	26.5%
	Crude ash	8.0%
	Crude fibre	2.5%
	DHA	0.07%
	Calcium	1.57%
	Phosphorus	1.04%
	Magnesium	0.12%
	Potassium	0.76%
	Vit A (average)	26295 IU/kg
	Vit D <sub>3</sub> (average)	1080 IU/kg
	Omega-3 Fatty Acids	0.4%
	Omega-6 Fatty Acids	1.9%
	Metabolisable energy*	4.1 Kcal/g
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### PRO PLAN® EXPERT CARE NUTRITION SMALL & MINI ADULT



Available in dry 1.5kg, 3kg and 7kg

#### COMPOSITION

Chicken (20%), wheat, dehydrated poultry protein, corn, rice, animal fat, soya meal, digest, dried beet pulp, corn protein meal, wheat gluten meal, minerals, dried egg, fish oil, yeast, dried colostrum (0.1%)



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



A combination of key nutrients (fatty acids and protein) that helps to support healthy joints for your dog's active lifestyle.



Reduces tartar build-up by 36%.

FEEDING GUIDELINES (Grams per day)		
Dog Weight	Up to 1h activity	1 to 3h activity
1-3kg	35-75	40-85
4-6kg	90-120	105-135
7-10kg	130-165	150-190

ANALYTICAL CONSTITUENTS		
Moisture	8.0%	
Protein	28.0%	
Fat	17.0%	
Carbohydrates	36.5%	
Crude ash	8.0%	
Crude fibre	2.5%	
DHA	0.05%	
Metabolisable energy*	3.8 Kcal/g	

<sup>\*</sup>Calculated using NRC 2006

DOG

### PRO PLAN® EXPERT CARE NUTRITION SMALL & MINI DERMA CARE



Available in dry 1.5kg, 3kg and 7kg

#### COMPOSITION

salmon\* (20%), rice\*, corn protein meal\*, dehydrated salmon protein\*, corn\*, animal fat, soya meal\*, dried beet pulp\*, corn starch, minerals, digest, cellulose, dried egg\*, soybean oil, fish oil, dried colostrum (0.1%)



High Tolerance Formula: Contains selected sources of protein\* to help reduce possible skin discomfort in sensitive dogs (\*see composition list).



Effective levels of high quality protein, essential fatty acids, zinc, vitamins A, B to help support healthy skin & coat.



More than 80% of animal proteins are coming from salmon.

/	FEEDING GUIDELINES (Grams per day)		
	Dog Weight	Up to 1h activity	1 to 3h activity
	1-3kg	35-75	40-85
	4-6kg	90-120	105-135
	7-10kg	130-165	150-190

ANALYTICAL CO	NSTITUENTS
Moisture	8.0%
Protein	30.0%
Fat	18.0%
Carbohydrates	33.5%
Crude ash	7.5%
Crude fibre	3.0%
Omega-3 Fatty Acids	0.9%
Omega-6 Fatty Acids	1.7%
DHA	0.4%
Vit A	27087 IU/kg
Vit B	320 mg/kg
Zinc	19.8 mg/100g
Metabolisable energy**	3.9 Kcal/g

<sup>\*\*</sup>Calculated using NRC 2006

<sup>\*</sup> Protein sources

### PRO PLAN® EXPERT CARE NUTRITION PUPPY



Available in dry, 700g, 3kg, 10kg

#### COMPOSITION

lamb (20%), dehydrated poultry protein, corn, rice, soya meal, animal fat, dried beet pulp, corn protein meal, dried egg, minerals, digest, fish oil (0.8%), dried colostrum (0.1%).

#### WEANING AND GROWTH

During weaning from 3 to 6 weeks of age offer moistened PRO PLAN® Puppy 3 to 4 times per day. After weaning, feed according to the guidelines in the table. From 3 months gradually reduce the amount of added water.



Contains fish oil, a source of DHA, essential for healthy brain and vision development.



Contains prebiotic scientifically proven to increase bifidobacteria for a gut microflora balance.



Helps maintain good faecal quality during weaning periods.

FEEDING GUIDELINES (Grams per day)					
Adult weig (kg)	ht	Pup	opy age (mo	nths)	
	1.5-3	4-5	6-8	9-11	12-24
1	45-50	55	6o-Adult	Adult	Adult
5	55-85	70-65	70	70-Adult	Adult
10	75-115	120-135	140	140	Adult
15	80-140	150-170	190-205	205	Adult
20	90-165	185-200	240-275	275	Adult
25	95-190	215-235	285-340	340	Adult
35	105-205	250-295	350-460	470-490	500-Adult
45	120-235	270-340	390-555	575-610	620-Adult
60	140-330	385-500	575-735	765-810	810-820
70	155-395	430-590	635-895	935-980	947-915

	ANALYTICAL CONSTITUE	NTS
	Moisture	8.0%
	Protein	30.0%
	Fat	19.0%
	Carbohydrates	32.5%
	Crude ash	8.0%
	Crude fibre	2.5%
	DHA	0.05%
	Calcium	1.52%
	Phosphorus	1.01%
	Magnesium	0.12%
	Potassium	0.69%
	Vit A (average)	26646 IU/kg
	Vit D (average)	1052 IU/kg
	Omega-3 Fatty Acids	0.3%
	Omega-6 Fatty Acids	1.8%
	Metabolisable energy*	3.9 Kcal/g
(		

<sup>\*</sup>Calculated using NRC 2006

DOG

### PRO PLAN® EXPERT CARE NUTRITION ADULT



Available in dry 3kg and 10kg

#### COMPOSITION

chicken (20%), wheat, dehydrated poultry protein, corn, rice, animal fat, dried beet pulp, soya meal, corn protein meal, wheat protein meal, digest, minerals, dried egg, fish oil, dried colostrum (0.1%)



A combination of key nutrients (fatty acids and protein) that helps to support healthy joints for your dog's active lifestyle.



High nutrient absorption to fulfil your dogs' needs.



Formulated for total dental care.

FEEDING GUIDELINES (Grams per day)			
Dog Weight	Up to 1h activity	1 to 3h activity	
1-5kg	35-105	40-120	
5-10kg	105-170	120-195	
10-15kg	170-220	195-255	
15-20kg	220-270	255-310	
20-25kg	270-310	310-360	
25-35kg	310-390	360-450	
35-45kg	390-460	450-535	
45-60kg	460-560	535-645	
60-70kg	560-620	645-715	

FEEDING CHIDELINES (Comment of the )

ANALYTICAL CONSTITUENTS			
Moisture	8.0%		
Protein	26.0%		
Fat	16.0%		
Carbohydrates	40.0%		
Crude ash	7.5%		
Crude fibre	2.5%		
DHA	0.05%		
Metabolisable energy*	3.8 Kcal/g		

<sup>\*</sup>Calculated using NRC 2006

### PRO PLAN® EXPERT CARE NUTRITION DERMA CARE



Available in dry 3kg and 10kg

#### COMPOSITION

salmon\* (17%), rice\*, corn protein meal\*, dehydrated salmon protein\*, animal fat, corn\*, soya meal\*, corn grits, dried beet pulp\*, corn starch, digest, cellulose, minerals, soybean oil, dried egg\*, fish oil, dried colostrum (0.1%)



High Tolerance Formula: Contains selected sources of protein\* to help reduce possible skin discomfort in sensitive dogs (\*see composition list).



Effective levels of high quality protein, essential fatty acids, zinc, vitamins A, B, to help support healthy skin & coat.



More than 80% of animal proteins are coming from salmon.

### ${\sf FEEDING\ GUIDELINES\ (Grams\ per\ day)}$

Dog Weight	Up to 1h activity	1 to 3h activity
1-5kg	35-90	40-120
5-10kg	90-165	120-190
10-15kg	165-215	190-250
15-20kg	215-260	250-300
20-25kg	260-305	300-350
25-35kg	305-380	350-435
35-45kg	380-450	435-515
45-60kg	450-550	515-625

ANALYTICAL CONSTITUENTS			
	Moisture	8.0%	
	Protein	29.0%	
	Fat	18.0%	
	Carbohydrates	35.0%	
	Crude ash	7.0%	
	Crude fibre	3.0%	
	Omega-6 Fatty Acids	1.9%	
	Omega-3 Fatty Acids	0.8%	
	DHA	0.4%	
	Vit A	32098 IU/kg	
	Vit B	320 mg/kg	
	Zinc	20.0 mg/100g	
	Metabolisable energy**	3.9 Kcal/g	

<sup>\*\*</sup>Calculated using NRC 2006

<sup>\*</sup> Protein sources

DOG

### PRO PLAN® EXPERT CARE NUTRITION DIGESTION CARE



Available in dry 3kg and 10kg

#### COMPOSITION

lamb (19%), corn, dehydrated poultry protein, corn grits, rice, animal fat, soya meal, dried beet pulp, corn protein meal, minerals, dried egg, digest, fish oil, dried colostrum (0.1%)



Highly digestible formula specifically adapted for dogs prone to intermittent loose stools.



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



Contains bentonite, a clay that binds excess water, to help improve faecal quality in combination with fibre sources.

Dog Weight	Up to 1h activity	1 to 3h activity
1-5kg	35-105	40-120
5-10kg	105-170	120-195
10-15kg	170-220	195-255
1E-20kg	220-270	255-210

FEEDING GUIDELINES (Grams per day)

15-20kg 220-270 255-310 20-25kg 270-310 310-360 25-35kg 310-390 360-450 390-460 35-45kg 450-535 45-60kg 460-560 535-645 60-70kg 560-620 645-715

ANALYTICAL CONSTITUENTS		
Moisture	8.0%	
Protein	26.0%	
Fat	16.0%	
Carbohydrates	40.0%	
Crude ash	7.5%	
Crude fibre	2.5%	
DHA	0.04%	
Metabolisable energy*	3.8 kcal/g	

<sup>\*</sup>Calculated using NRC 2006

### PRO PLAN® EXPERT CARE NUTRITION LIGHT/STERILISED



Available in dry 3kg and 10kg

#### COMPOSITION

chicken (15%), wheat, dehydrated poultry protein, corn, rice, dried beet pulp, soya meal, corn grits, corn protein meal, minerals, wheat protein meal, digest, fish oil, animal fat, dried colostrum (0.1%)

#### **BENEFITS OF WEIGHT LOSS**

A PURINA® study's in 14 dogs showed that after 12 weeks of being fed Purina® Pro Plan® Light/Sterilised, in combination with a daily walk:

- Blood triglyceride levels significantly decreased
- 16% weight loss was achieved



Helps maintain lean body mass during weight loss and after sterilisation.



Helps minimise future weight gain through lean body maintenance, encouraging calorie burning.



Helps reduce resting heart rate, in combination with a daily walk.

FEEDING GUIDELINES (Grams per day)			
Dog Weight	Maintenance	Sterilized	
1-10 kg	40-185	35-165	
10-25 kg	185-345	165-300	
25-35 kg	345-435	300-380	
35-45 kg	435-515	380-445	
45-70 kg	515-690	445-600	

ANALYTICAL CONSTITUENTS		
Moisture	8.0%	
Protein	27.0%	
Fat	9.0%	
Carbohydrates	45.0%	
Crude ash	7.5%	
Crude fibre	3.5%	
DHA	0.07%	
Metabolisable energy*	3.4 Kcal/g	

<sup>\*</sup>Calculated using NRC 2006

DOG

### PRO PLAN® EXPERT CARE NUTRITION ADULT 7+



Available in dry 3kg and 10kg

#### COMPOSITION

chicken (16%), dehydrated poultry protein, wheat, rice, corn, corn protein meal, vegetable oil fractions (5.5%), dried beet pulp, soya meal, minerals, wheat gluten meal, digest, animal fat, fish oil, dried colostrum (0.1%)

#### THE BENEFIT OF MCTS

- Improving memory and interactivity
- Helping increase the ability of a senior dog to adapt and cope with changes
- Increasing a senior dog's attention span and alertness



Contains fractionated botanical oils proven to enhance alertness and mental sharpness.



Enhanced\* levels of vitamin E & C for the elderly immune system, to help fight the challenges of ageing \*vs. Adult.



Helps increase activity levels, liveliness and interaction in playtime of older dogs (contains 5.5% MCTs).

/	FEEDING GUIDELINES (Grams per day)		
	Dog Weight	Up to 1h activity	1 to 3h activity
	1-5kg	30-95	35-105
	5-10kg	95-145	105-170
	10-15kg	145-195	170-220
	15-20kg	195-235	220-270
	20-25kg	235-270	270-315
	25-35kg	270-340	315-390
	35-45kg	340-405	390-465
	45-60kg	405-490	465-560
	60-70kg	490-545	560-620

ANALYTICAL CONSTITUENTS		
Moisture	8.0%	
Protein	29.0%	
Fat	15.0%	
Carbohydrates	38.0%	
Crude ash	8.0%	
Crude fibre	2.0%	
Vit E (average)	561 IU/kg	
Vit C (average)	82 mg/kg	
DHA	0.05%	
Sodium	0.52%	
Metabolisable energy*	3.8 Kcal/g	

<sup>\*</sup>Calculated using NRC 2006

CAT

### PRO PLAN® EXPERT CARE NUTRITION KITTEN



Available in dry 400g and 1.5kg

#### COMPOSITION

turkey (20%), dehydrated poultry protein, rice, wheat gluten meal, animal fat, corn, corn protein meal, pea protein concentrate, corn starch, dried egg, minerals, digest, yeast, fish oil, dried colostrum (0.1%).

#### WEANING AND GROWTH

Start offering during weaning from 3 to 4 weeks of age. Product should be mixed with water to make eating easier. After weaning, feed according to the guidelines in the table. From 3 months gradually reduce the amount of added water.



Suitable for neutered kittens.



Helps support healthy vision and brain development thanks to essential nutrients such as DHA.



Helps support healthy bone- and muscle-growth thanks to minerals and high level of protein.

#### FEEDING GUIDELINES (Grams per day)

		' ''
A	Age (weeks)	Quantity
6	6-12	20-70
1	12-26	40-95
2	26-52	95-45

#### ANALYTICAL CONSTITUENTS

ANALY IICAL CONSTITUENTS		
Moisture	6.0%	
Protein	40.0%	
Fat	20.0%	
Carbohydrates	26.0%	
Crude ash	7.0%	
Crude fibre	1.0%	
DHA	0.02%	
Calcium	1.2%	
Phosphorus	0.99%	
Magnesium	0.1%	
Potassium	0.74%	
Vit A (average)	26549 IU/kg	
Vit D (average)	1146 IU/kg	
Omega-3 Fatty Acids	0.24%	
Omega-6 Fatty Acids	2.52%	
Metabolisable energy*	4.2 kcal/g	

<sup>\*</sup>Calculated using NRC 2006

CAT

### PRO PLAN® EXPERT CARE NUTRITION STERILISED



Available in dry 400g, 1.5kg, 3kg and 7kg

## COMPOSITION RICH IN SALMON

salmon (20%), dehydrated poultry protein, rice, corn protein meal, wheat protein meal, corn, wheat fibre, cellulose, minerals, dried egg, animal fat, digest, yeast, fish oil, dried colostrum (0.1%)

### COMPOSITION RICH IN TURKEY

turkey (20%), dehydrated poultry protein, rice, corn protein meal, corn, wheat gluten meal, wheat fibre, cellulose, dried egg, minerals, fish oil, animal fat, digest, yeast, dried colostrum (0.1%)



Helps maintain lean body mass after sterilisation.



Helps maintain urinary tract health in neutered cats.



Helps to protect teeth from plaque and tartar build-up.

FEEDING GUIDELINES (Grams per day)		
	Cat Weight (kg)	Quantity
	2-4	25-55
	4-6	55-80
	6-8	80-110

ANALYTICAL CONSTITUENTS			
Moisture	9	6.0%	
Protein		41.0%	
Fat		12.0%	
Carbohy	drates	29.5%	
Crude as	sh	7.5%	
Crude fil	ore	4.0%	
Metabol	isable energy*	3.7 kcal/g	

\*Calculated using NRC 2006

## PRO PLAN® EXPERT CARE NUTRITION STERILISED 7+



Available in dry 1.5kg

#### COMPOSITION

turkey (14%), corn protein meal, rice, dehydrated poultry protein, soya meal, wheat gluten meal, wheat, wheat fibre, corn starch, dried egg, animal fat, dried chicory root, soybean oil, minerals, cellulose, fish oil, digest, yeast, dried colostrum (0.1%)



Helps support key vital functions in cats over 7 years old (digestion, immune, renal).



Helps support red blood cells levels and vitamin E absorption.



Helps to maintain a healthy body weight.

### FEEDING GUIDELINES (Grams per day)

Cat Weight	7-11yrs	12yrs+
2-4kg	25-55	35-65
4-6kg	55-80	65-100
6-8kg	80-105	100-135

### ANALYTICAL CONSTITUENTS

	Moisture	6.0%
	Protein	40.0%
	Fat	13.0%
	Carbohydrates	31.5%
	Crude ash	6.5%
	Crude fibre	3.0%
	DHA	0.06%
	Omega-3 Fatty Acids	0.42%
	Omega-6 Fatty Acids	2.36%
	Vit E (average)	1280 IU/kg
	Vit C (average)	70 mg/kg
	Phosphorus	0.8%
	Calcium	0.87%
	Magnesium	0.11%
	Sodium	0.49%
	Metabolisable energy*	3.8 kcal/g
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### **PRODUCT SELECTOR**















### SPECIAL CARE





SKIN









**COMPLEX NEEDS** 











COGNITION

WEIGHT

Speak to your vet for more information