

PURINA[®]
PRO PLAN[®]
VETERINARY
DIETS



EFFECTIVE AND TASTY RANGE OF POUCHES

Nutritional formulas for cats with lower urinary tract disease, renal failure, *diabetes mellitus* or cats who are overweight.



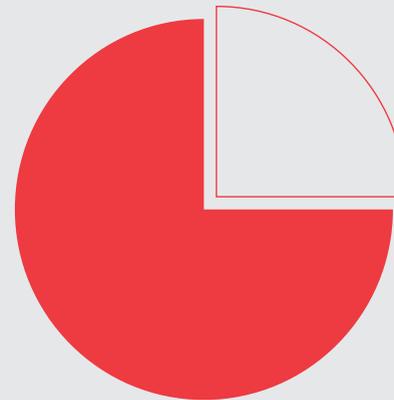
Give your feline patients and their owners the **variety** they both enjoy and benefit from

IMPROVED LONG TERM COMPLIANCE

- Overweight cats and those with *diabetes mellitus*, FLUTD and renal failure all require long term nutritional management
- Cats with renal failure and some diabetic cats can have a poor appetite. Offering a variety of highly palatable options is very important for a successful clinical outcome and client satisfaction
- One reason cat owners give up on weight restriction diets for overweight cats is the perception that their cats do not enjoy the new "diet food". Offering highly palatable but calorie restricted foods in a variety of formats helps ensure compliance and successful weight loss

IMPROVED OWNER'S PERCEPTION OF THEIR CAT'S MEAL ENJOYMENT

Recent research with over 900 cat owners discovered that providing their cat with variety plays a key role in their perception of their cat's enjoyment of their meal¹



75%

of cat owners claim that variety is a key driver when choosing their cat's food¹

NEW pouches complement our existing range of dry and canned diets for cats with:

FLUTD | *DIABETES MELLITUS* | RENAL FAILURE | OVERWEIGHT CATS



- ✓ **Highly palatable** delicious meaty chunks in gravy that cats love.
- ✓ **Variety of taste and texture** that cats want, with the same **efficacy** as the dry and canned formulations
- ✓ **Easy to open and use**
- ✓ **Hygienic and convenient** single use pouches
- ✓ **Can be fed alone or mixed** with our dry or canned diets

High moisture levels in pouches are beneficial for cats with FLUTD, renal failure and *diabetes mellitus*

- Cats with *diabetes mellitus* and renal failure are polydipsic and require increased water intake
- Feeding wet food alone increases overall water intake vs. dry food alone when fed alone or mixed with dry

In addition – According to a recent study, cats over 7 years old receiving 52% water in their diet, had daily physical activity levels higher than those who only ate kibble².



Wet, dry or mixed feeding?

WET FOODS

- Can be convenient with single serve pouches ensuring a fresh meal each time
- Tend to have stronger aroma which entices cats to eat it
- Naturally contains more water meaning that cats who consume wet food tend to take in more liquid than those who eat just dry food
- Are beneficial for cats with renal or lower urinary tract disease or diabetes - or for those with constipation

DRY FOODS

- Are convenient to use
- Have a longer shelf-life once opened than wet foods
- Can be beneficial for dental health
- Crunchy texture, often preferred by cats
- Cats can nibble small amounts of dry food often which is more like their feeding behaviours in the wild

MIXED FEEDING

When given a choice, many cats seem to prefer a mixture of both wet and dry. Wet food increases enjoyment, adds variety to the diet and increases water intake whereas dry food satisfies a cat's natural desire to eat many small meals throughout the day.

When feeding a mixed diet, two-three small wet meals a day with dry left down for cats to nibble on throughout the day is often a good compromise.



Feline DM S_T/O_x Diabetes Management

A clinical diet to help manage *diabetes mellitus* in adult cats

INDICATIONS

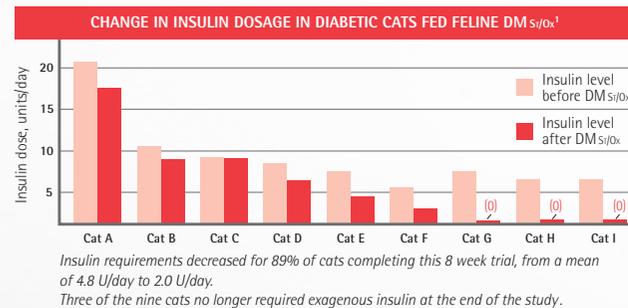
- *Diabetes mellitus*
- Enteritis
- Chronic diarrhoea

CONTRAINDICATIONS

- Renal failure
- Hepatic encephalopathy
- Growth and reproduction

PROVEN RESULTS

The use of Feline DM S_T/O_x Diabetes Management in cats with stable long-term diabetes has been shown to reduce insulin requirements by more than 50% on average, with up to 30% of cats going into diabetic remission³.



COMPOSITION

DRY: Dehydrated poultry protein, maize gluten meal, soya protein isolate, maize starch*, animal fat, soya meal*, digest, minerals, yeast, fish oil.

WET (cans): Pork heart, liver and kidney, poultry heart and liver, trout, salmon meal, cellulose, minerals, corn starch.

WET (pouches with chicken): Pork liver and kidney, trout, salmon and salmon meal, chicken, greaves, plasma powder, cellulose powder, pork gelatine powder, corn starch.

WET (pouches with beef): Pork liver & kidney, salmon and salmon meal, trout, beef (liver), chicken, greaves, plasma powder, cellulose powder, pork gelatine powder, corn starch.

* Highly digestible carbohydrate sources

KEY CLINICAL BENEFITS:



Low carbohydrate
Low in carbohydrates to help reduce blood glucose variation.



Insulin control
Clinically proven to help reduce insulin requirements in diabetic cats.



Increased vitamin E
To reduce oxidative stress.



Available in: 195 g (can), 1.5 kg, 5 kg (dry), 85 g x 10 pouch chicken/beef chunks in gravy.

DAILY FEEDING QUANTITIES

Body weight (kg)	Daily feeding quantities (adult weight loss)			
	Dry (g/day)	Wet (can/day)	Can+dry combined	
			Can/day	g/day
4	55	1	1	5
6	80	1 2/3	1	30
8	110	2	1	55

Body weight (kg)	Daily feeding quantities (adult maintenance)						
	Dry only (g/day)	Wet only (can/day)	Wet only (pouch/day)	Can+dry combined		Pouch +dry combined	
				Can/day	g/day	Pouch/day	g/day
4	65	1 1/4	3	1	10	2	20
6	95	1 3/4	4 1/2	1	45	3	30
8	125	2 1/2	5 3/4	1	75	4	40
10	160	3	7	1	105	5	45

FELINE DM S_T/O_x DIABETES MANAGEMENT

Key nutrient values †	Dry	Wet (can)	Wet (pouch- with chicken)	Wet (pouch - with beef)
Moisture	6.5%	76.5%	77%	77%
Protein	50.0%	13.0%	13%	13%
- Arginine	2.8%	0.76%	0.7%	0.81%
Fat	17.0%	5.5%	5.5%	5.5%
- Essential fatty acids	2.51%	0.91%	0.91%	0.883%
- Omega-6 fatty acids	2.52%	1.4%	0.8%	0.80%
- Omega-3 fatty acids	0.55%	0.4%	0.4%	0.38%
Carbohydrate	17.0%	1.9%	1.3%	1.3%
- Starch	12.5%	0.4%	0.5%	0.5%
- Total sugars	0.8%	<0.5%	<0.5%	<0.5%
Crude Fibre	1.5%	0.9%	0.8%	0.8%
Vitamin E	550 mg/kg	105 mg/kg	162 mg/kg	274mg/kg
Metabolisable energy (ME)**	3.8 kcal/g	0.9 kcal/g	0.97 kcal/g	0.97kcal/g

† Average value in the final product ** Calculated using modified Atwater's factors

Feline NF St/Ox* Renal Function

A clinical diet to help manage chronic renal failure in cats

INDICATIONS

- Chronic renal failure (CRF)
- Hepatic disease with encephalopathy
- Reduction of recurrence of urate and cystine uroliths

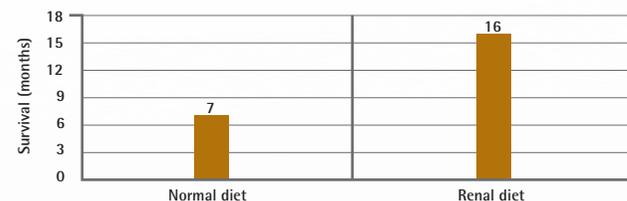
CONTRAINDICATIONS

- Not suitable for growth and reproduction

PROVEN RESULTS

- For most cats with Chronic Renal Failure (CRF), appropriate dietary intervention represents the single most important therapeutic intervention⁴.
- As well as improving the quality of life for the cat, clinical studies have consistently shown that well-designed diets for cats with CRF has the power to dramatically prolong survival and reduce adverse uraemic events.

DIETARY MANAGEMENT OF CRF SIGNIFICANTLY IMPROVES SURVIVAL IN CATS



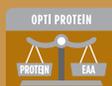
Survival (months) of cats with renal failure fed a conventional diet or commercial renal diet⁴

* For Feline NF Renal Function can formula

KEY CLINICAL BENEFITS:



Dietary phosphate restriction to slow the progression of CRF and minimise the risk of secondary hyperparathyroidism.



Restricted but high quality proteins to help minimise the formation of uraemic toxins – clinically beneficial in CRF.



High palatability to help achieve patient compliance, essential for long-term dietary management of CRF.



Available in: 195 g (can), 350 g, 1,5 kg, 5 kg (dry), 85 g x 10 pouch chicken/salmon chunks in gravy.

DAILY FEEDING QUANTITIES

Body weight (kg)	Daily feeding quantities (adult maintenance)						
	Dry (g/day)	Wet (can/day)	Wet (pouch/day)	Can+dry combined		Pouch+dry combined	
				Can/day	g/day	Pouch/day	g/day
2	35	½	1 ¾	½	10	1	15
4	65	1	3 ½	½	30	3	10
6	100	1 ½	5 ¼	1	30	4	25
8	135	2	7 ¼	1	60	6	20

COMPOSITION

DRY: Maize*, rice*, soy meal*, wheat flour*, maize gluten meal*, animal fat, wheat gluten meal*, digest*, dried egg*, pea fiber, dried beet pulp, dehydrated poultry protein*, minerals, fish oil, yeast.

WET (cans): Pork liver, turkey, poultry heart and liver, animal fat, rice flour, minerals, sunflower oil, fish oil, various sugars.

WET (pouches): Pork kidney, pork trachea, pork liver, chicken, salmon, flour rice, dried yeast, cellulose.

* Protein sources

FELINE NF St/Ox* RENAL FUNCTION

Key nutrient values *	Dry	Wet (can)	Wet (pouch- with chicken or with salmon)
Moisture	6.5%	76.5%	82%
Protein	26%	7.3%	7.3%
Fat	12%	11.2%	5%
- Essential fatty acids	1.28%	2.61%	0.9%
- Omega-6 fatty acids	1.28%	2.6%	0.8%
- Omega 3 fatty acids	0.37%	0.3%	0.25%
Carbohydrates	48%	2.7%	3.6%
Crude fibre	3%	0.3%	0.6%
Calcium	0.6%	0.3%	0.18%
Phosphorus	0.5%	0.10%	0.11%
Potassium	0.8%	0.43%	0.29%
Sodium	0.2%	0.1%	0.11%
Taurine	1500 mg/kg	970 mg/kg	850 mg/kg
Vitamin E	550 mg/kg	143 mg/kg	160 mg/kg
Metabolisable energy (ME)**	3.6 kcal/g	1.29 kcal/g	0.8 kcal/g

* Average value in the final product ** Calculated using modified Atwater's factors

Feline OM S_T/O_x Obesity Management

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

INDICATIONS

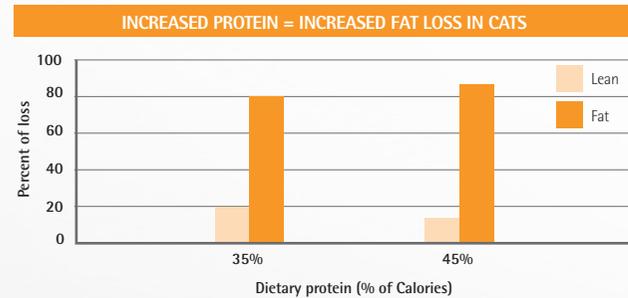
- Obesity
- Constipation
- Hyperlipidaemia
- *Diabetes mellitus* in overweight cats

CONTRAINDICATIONS

- Not suitable for growth and reproduction

PROVEN RESULTS

- PURINA research has shown that cats fed increased dietary protein lose more weight from fat while retaining lean body mass⁵
- All varieties of Feline OM S_T/O_x contain high protein levels



COMPOSITION

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

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

WET (pouches): Pork (liver, kidney, lung), chicken, dehydrated salmon protein, dehydrated pork protein, pea fibre, flour rice, cellulose, minerals, various sugars.

KEY CLINICAL 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 (S_T/O_x urinary security), a more common concern in overweight or obese cats.



DAILY FEEDING QUANTITIES

Body weight (kg)	Daily feeding quantities (adult weight loss)					
	Dry (g/day)	Wet (can/day)	Can+dry combined		Pouch+dry combined	
			Can/day	g/day	Pouch/day	g/day
4	60	1 ¼	1	10	2	25
6	95	2	1	45	3	35
8	125	2 ½	1	75	3	65
10	155	3	1	105	3	95
12	185	3 ¾	1	130	3	125

Body weight (kg)	Daily feeding quantities (adult maintenance)					
	Dry (g/day)	Wet (can/day)	Can+dry combined		Pouch+dry combined	
			Can/day	g/day	Pouch/day	g/day
4	75	1 2/3	1	25	2	40
6	115	2 ½	1	65	3	40
8	155	3 ¼	1	105	3	70
10	195	4	1	140	3	100
12	215	4 ¼	1	165	3	130

FELINE OM S_T/O_x OBESITY MANAGEMENT

Key nutrient values *	Dry	Wet (can)	Wet (pouch)
Moisture	6.5%	77.5%	80%
Protein	48%	11.8%	10.6%
Fat	8%	3.5%	2.5%
- Omega-6 fatty acids	1.29%	0.8%	0.64%
- Omega-3 fatty acids	0.39%	0.1%	0.14%
Carbohydrate	22%	2.8%	2.3%
Crude fibre	7.5%	1.5%	1.6%
Taurine	1500 mg/kg	1850 mg/kg	0.31%
Vitamin E	550 mg/kg	126 mg/kg	201 mg/g
Metabolisable energy (ME)**	3.1 kcal/g	0.8 kcal/g	0.67 kcal/g

* Average value in the final product **Calculated using modified Atwater's factors

Feline UR S_T/O_x Urinary

A clinical diet for the management of Feline Lower Urinary Tract Disease (FLUTD)

INDICATIONS

- Dissolution of struvite uroliths
- Reduction of struvite urolith recurrence
- Reduction of oxalate urolith recurrence
- Idiopathic cystitis

CONTRAINDICATIONS

- Not suitable for growth and reproduction
- Chronic renal failure
- Other conditions associated with diuresis
- Fluid retention such as ascites and oedema

KEY CLINICAL BENEFITS:

STRUVITE DISSOLUTION



Promotes the production of urine under-saturated for struvite and metastable for calcium oxalate (S_T/O_x urinary security).

LOW RSS/APR



Produces a urine composition to promote dissolution of struvite uroliths.

MODERATE KCAL



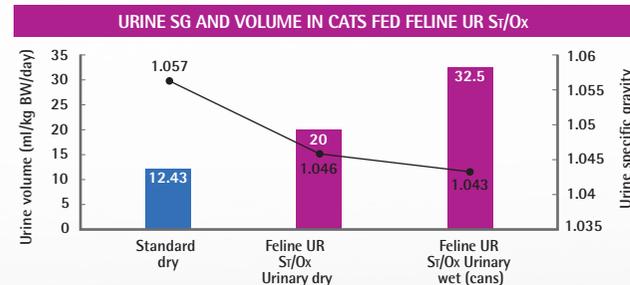
Moderate levels of fat and calories to help maintain ideal body weight (obesity being a risk factor for FLUTD).



Available in: 195 g (can) turkey, chicken or salmon, 350 g, 1.5 kg, 5 kg (dry), chicken or fish, 85 g x 10 pouch chicken, salmon chunks in gravy.

PROVEN RESULTS

- Cats with FLUTD- especially those with idiopathic cystitis are known to benefit from increased water intake
- Feline UR S_T/O_x- both dry and wet are formulated to safely increase water intake⁶
- Increased urine volume and decreased urine specific gravity (SG) promotes a lower concentration of substances that may irritate the urothelium



DAILY FEEDING QUANTITIES

Body weight (kg)	Daily feeding quantities (adult maintenance)					
	Dry (g/day)	Wet (can/day)	Can+dry combined		Pouch+dry combined	
			Can/day	g/day	Pouch/day	g/day
2	35	3/4	1/3	20	1	15
4	70	1 1/2	1	20	3	10
6	100	2	1	50	3	45
8	130	2 2/3	1	65	3	75

FELINE UR S_T/O_x URINARY

Key nutrient values *	Dry	Wet (can)	Wet (pouch- with chicken or with salmon)
Moisture	6.5%	80%	80.5%
Protein	35%	10%	9.5%
Fat	12%	5.3%	4.5%
Carbohydrate	37%	2.5%	2.1%
Fibre	1.5%	0.5%	0.5%
Calcium	0.8%	0.14%	0.31%
Phosphorus	0.8%	0.14%	0.23%
Sodium	1.2%	0.17%	0.37%
Metabolisable energy (ME)**	3.5 kcal/g	0.9 kcal/g	0.8kcal/g
Urinary pH	6-6.3	6-6.3	6-6.3

COMPOSITION

DRY: Chicken variety: Maize gluten meal, dehydrated poultry protein (15%, of which 50% chicken), rice, wheat flour, maize, animal fat, minerals, dried egg, dried beet pulp, digest, fish oil.

DRY: Ocean fish variety: Maize gluten meal, rice, wheat flour, dehydrated poultry protein, maize, animal fat, dehydrated salmon protein (4%), minerals, dried egg, dried beet pulp, digest, fish oil.

WET (cans): Pork kidney, liver and lung, turkey, chicken[†], poultry heart and liver, salmon[†], rice flour, cellulose, minerals, various sugars.

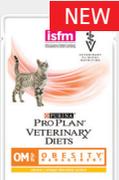
WET (pouches): Chicken, pork (liver, kidney, trachea, dehydrated protein), salmon, dried greaves, flour rice, sodium chloride, cellulose, calcium sulphate dihydrate, pentasodium triphosphate, various sugars.

[†] Chicken variety only [‡] Salmon variety only

* Average value in the final product ** Calculated using modified Atwater's factors

Pouches add choice for you and your patients

INCREASED COMPLIANCE | GREATER ENJOYMENT | IMPROVED CLINICAL OUTCOME

	Dry (kibbles)	Cans (mousse)	Pouches (chunks in gravy)
Feline DM S _T /O _x Diabetes Management	 1.5kg 5kg	 195g	 85g Chicken variety Beef variety
Feline NF Renal Function	 350g 1.5kg 5kg	 195g	 85g Chicken variety Salmon variety
Feline OM S _T /O _x Obesity Management	 350g 1.5kg 5kg	 195g	 85g Chicken variety
Feline UR S _T /O _x Urinary	 350g 1.5kg 5kg Chicken variety Ocean fish variety	 195g Chicken variety Salmon variety Turkey variety	 85g Chicken variety Salmon variety

Highly palatable, efficacious and scientifically proven formulas that **deliver results**

CANINE Range



CONDITIONS	PURINA® PRO PLAN® VETERINARY DIETS	KEY PRODUCT FEATURES
Allergy	HA HYPOALLERGENIC	Formulated with low-molecular hydrolyzed protein sources and purified carbohydrate sources to help avoid an allergic response.
Convalescence	CN CONVALESCENCE	Formula with a high nutrient density, high digestibility, suitable for tube feeding.
Diabetes	DM DIABETES MANAGEMENT	Low carbohydrates, high fibre levels formula containing an alpha-amylase inhibitor proven to help control glycaemia.
Gastrointestinal and pancreatic conditions	EN GASTROINTESTINAL	Low fat, highly digestible formula containing easy to digest medium chain fatty acids.
Hepatic conditions	HP HEPATIC	Formulated with selected protein sources proven to lower circulating ammonia levels. High energy, moderate protein and low copper levels formula.
Joint mobility	JM JOINT MOBILITY	High long-chain anti-inflammatory omega-3 fatty acids, moderate calories and enhanced antioxidants formula proven to promote mobility.
Microflora imbalance	FortiFlora	Guaranteed level of microencapsulated probiotic, proven to promote intestinal health and promote a strong immune system.
Obesity	OM OBESITY MANAGEMENT	High protein levels, low calorie formula proven to promote fat loss and maintain lean body mass.
Renal disease	NF RENAL FUNCTION	Low phosphorous, moderate levels of high quality protein, omega-3 fatty acids to help maintain renal function.
Skin conditions	DRM DERMATOSIS	Formula with increased levels of skin-targeting nutrients, selected and limited protein sources to reduce the pruritic threshold and long chain anti-inflammatory omega-3 fatty acids.
Urinary tract diseases	UR URINARY	Highly palatable formula with moderate protein levels. Helps promote a controlled urinary pH.

FELINE Range



CONDITIONS	PURINA® PRO PLAN® VETERINARY DIETS	KEY PRODUCT FEATURES
Allergy	HA ^{Sr} / _{Or} HYPOALLERGENIC	Formulated with low-molecular hydrolyzed protein sources and purified carbohydrate sources to help avoid an allergic response.
Convalescence	CN CONVALESCENCE	Formula with a high nutrient density, high digestibility, suitable for tube feeding.
Diabetes	DM ^{Sr} / _{Or} DIABETES MANAGEMENT	Low carbohydrates, high protein formula proven to reduce exogenous insulin requirements.
Gastrointestinal and pancreatic conditions	EN ^{Sr} / _{Or} GASTROINTESTINAL	Highly digestible, energy dense formula containing limiting number of protein sources to help minimise dietary load on the gut.
Hepatic conditions	HP ^{Sr} / _{Or} HEPATIC	Formulated with selected protein sources. High energy, moderate protein and low copper levels formula. Highly palatable.
Microflora imbalance	FortiFlora	Guaranteed level of microencapsulated probiotic, proven to promote intestinal health and promote a strong immune system.
Oral health	DH ^{Sr} / _{Or} DENTAL HEALTH	Patented kibble proven to reduce plaque and tartar build-up and gingivitis severity.
Obesity	OM ^{Sr} / _{Or} OBESITY MANAGEMENT	High protein levels, low calorie formula proven to promote fat loss and maintain lean body mass.
Renal disease	NF RENAL FUNCTION	Low phosphorous, moderate levels of high quality protein to help maintain renal function. Highly palatable formulas.
Urinary tract diseases	UR ^{Sr} / _{Or} URINARY	Promotes urinary struvite stone dissolution, reduces risk of struvite and oxalate urinary stones recurrence and idiopathic cystitis. Promotes undersaturated urine (Low RSS and APR).

To find out more about the science behind these highly effective formulas, please contact a PURINA® representative.
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 **PURINA**[®]
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VETERINARY
DIETS

