

 **PURINA**
PRO PLAN

WITH

OPTIAGE

**SEE THE BRIGHT MIND
EFFECT IN 30 DAYS**

**ADULT 7+
NUTRITION GUIDE**



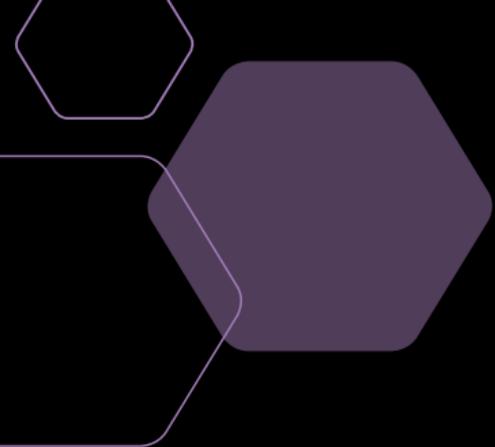
 **PURINA**

Your Pet, Our Passion.

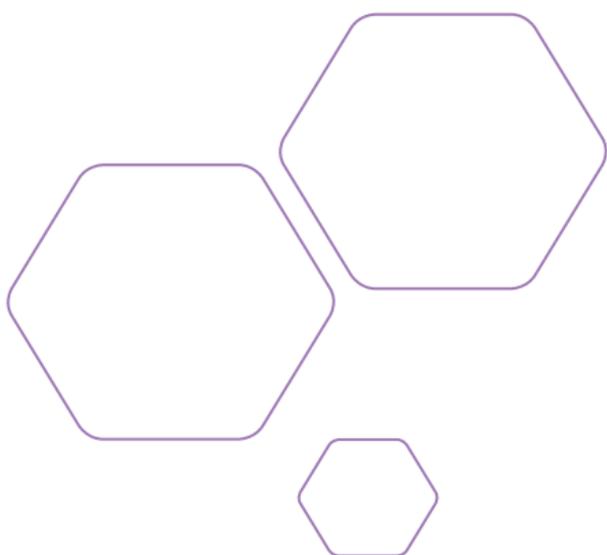
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Help your dog enjoy his amazing world for longer

OPTIAGE™ is the breakthrough innovation that keeps dogs alert, playful and active throughout their senior years.

Just like humans, dogs today are living longer than ever thanks to significant improvements in medical care, nutrition and overall lifestyle. But just like humans, dogs change both mentally and physically as they get older – and many of these changes can lower your dog's overall quality of life.

When your dog enters his senior years, you are likely to start noticing changes in behaviour and appearance. This will happen around the age of 7 for medium sized dogs, but 9 for smaller breeds. At first you will see subtle changes, such as a greying muzzle, more sleeping or less ability to walk up and down stairs. But as time progresses, the signs of ageing will become clearer and more significant – ranging from stiff joints and weight gain to less alertness, playfulness and interest in interacting with family members.

OPTIAGE™ is the result of years of research by our vets and nutritionists. The unique formulation contains a blend of nutrients clinically proven to enhance alertness and maintain ageing dogs' brain function for longer.

Available for dogs of every size, it's the diet that helps you keep your senior dog's world amazing.



When are dogs considered 'senior'?

Most dogs are still very fit and active at 7 years old, with few external signs of ageing. But at this age, internal changes will start to happen because of the natural ageing process.

Veterinary experts and canine nutritionists consider 7 years of age to be the point when most dogs enter their senior years. For large breed dogs, senior years start slightly earlier at the age of 6, while smaller dogs become senior at around 9.

Some dogs don't show significant signs of ageing until they are quite elderly, but others can experience stiffness in the joints at a relatively young age.

PHYSICAL CHANGES ASSOCIATED WITH AGEING



Skin and hair coat

Less shiny, less thick coat
Slightly greying muzzle



Digestion

Reduced ability to digest and absorb nutrients, resulting in loose stools



Immune system

Possibly less efficient natural defences



Mobility

Stiffness in joints, so less able to jump and walk up the stairs



Body condition

Potential weight gain

Brain food and brain ageing

The brain is an extremely active and hungry organ that requires large amounts of energy to function well. This energy is typically provided by glucose found in food. A constant and plentiful supply of glucose ensures the brain cells (or neurons) continue to work effectively.

However, at around 7 years of age (depending on the dog's size), a dog's brain starts to lose its ability to use glucose as an energy source. The effects are likely to be subtle at first, but over time you will notice a progressive loss of mental powers as your dog's brain becomes slower and less alert.



BEHAVIOURAL CHANGES ASSOCIATED WITH AGEING

As with humans, decreased brain alertness in dogs can lead to changes in behaviour, including:



Reduced activity level

Less desire to play or go for walks



Memory loss

Both relating to objects and the environment



Less interest in social interaction

With family members or other dogs



Less curiosity about their environment



Shorter attention span



Abnormal sleep/wake cycles

More sleeping during the day and less at night



Loss of house training

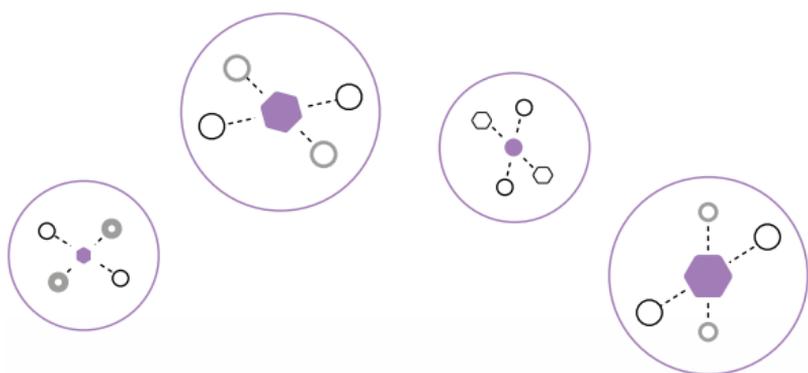
The breakthrough in nutritional science:

AN ALTERNATIVE ENERGY SOURCE FOR THE BRAIN

The unique blend of nutrients in OPTIAGE™ is proven to help tackle the effects of ageing. By supplying the brain with an alternative energy source, the diet helps keep your dog sharp and alert in his senior years.

Developed by PURINA® scientists and veterinarians, the diet includes botanical oils called MCTs (medium chain triglycerides). MCTs are effective because they can easily be converted into energy that is readily used by the ageing brain cells.

By providing the fuel the brain needs, OPTIAGE™ helps to enhance alertness, playfulness, mental sharpness and general cognitive function in senior dogs.



Caring for your maturing dog

As owners, we can help our dogs enjoy good health and quality of life for longer by following these simple tips:

1. Tailored nutrition

Nourish the brain with the exclusive blend of nutrients contained in OPTIAGE™ from PURINA® PRO PLAN®, the breakthrough nutritional innovation proven to enhance alertness and mental sharpness in senior dogs.



2. Mental and visual stimulation

Keep your dog's brain active and stimulated. You can use brain-training toys for play, or give him a view out of the window so he can watch the world. Try making your walks fun and interesting – and why not teach him a new trick?



3. Physical activity

Playtime is just as important for dogs when they get older. Talk to your vet about the right level to maintain his physical and mental fitness.



4. Regular veterinary visits

Making sure you have regular check-ups will allow your vet to monitor possible changes in your pet's health – and take prompt action if necessary.





OPTIAGE

from PURINA® PRO PLAN®

SPECIALLY FORMULATED NUTRITION TO HELP YOUR DOG KEEP HIS SPARK FOR LONGER

For 85 years, our team of dedicated veterinary surgeons and canine nutritionists has carried out pioneering research and development into the health and wellbeing of pets. Their expertise has delivered the innovation of the OPTIAGE™ blend contained in PURINA® PRO PLAN® Medium & Large Adult 7+ and Small & Mini Adult 9+.

As you would expect from PURINA® PRO PLAN®, these specially designed senior formulas contain highly digestible ingredients that are carefully selected to deliver tailored health benefits, including:

- Increased protein levels to **help maintain muscle mass**
- Omega-3 fatty acids to support **healthy joints for an active lifestyle**
- A formulation that promotes **healthy gums and strong, clean teeth**



OPTIAGE

Specially formulated nutrition
to help your dog love life for longer



PURINA® PRO PLAN® SMALL & MINI ADULT 9+ with OPTIAGE™

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

LONG-TERM BENEFITS



Helps support cognitive function with an alternative brain energy source fractionated from botanical oils resulting in a more curious and responsive dog



Helps maintain interaction with his family thanks to improved brain function



The small crunchy kibble has a natural brushing effect on teeth and the specific minerals added reduce tartar build up



It contains EPA, an omega-3 fatty acid, and glucosamine to help support joint health and mobility



Helps support healthy ageing thanks to specific protein and fat levels adapted to senior dogs' needs



Contains high quality pieces of chicken

No added colourants. Contains antioxidants of natural origin.

Composition: Chicken (15%), Dehydrated poultry protein, Wheat, Rice (12%), Maize, Maize gluten meal, Vegetable oil fractions (5.5%), Dried beet pulp, Wheat gluten meal, Soya meal, Minerals, Animal fat, Fish oil, Digest, Yeast.

OPTIAGE™ contains botanical oils (an alternative brain energy source) that have been proven to promote alertness and mental sharpness in dogs 7+, with visible results within 30 days.



PURINA® PRO PLAN® MEDIUM & LARGE ADULT 7+ with OPTIAGE™

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

LONG-TERM BENEFITS



Helps support cognitive function with an alternative brain energy source fractionated from botanical oils resulting in a more curious and responsive dog



Helps maintain interaction with his family thanks to improved brain function



It contains EPA, an omega-3 fatty acid, and glucosamine to help support joint health and mobility



Total oral care thanks to natural brushing effect on teeth and vitamin D, calcium and phosphorus for healthy jaw bone



Helps support healthy ageing thanks to specific protein and fat levels adapted to senior dogs' needs



Contains high quality pieces of chicken

No added colourants. Contains antioxidants of natural origin.

Composition: Chicken (16%), Dehydrated poultry protein, Wheat, Rice (12%), Maize, Maize gluten meal, Vegetable oil fractions (5,5%), Dried beet pulp, Soya meal, Minerals, Wheat gluten meal, Animal fat, Digest, Fish oil.

 **PURINA**[®]
PRO PLAN[®]

WITH
OPTIAGE




**PLACEHOLDER
ONLY**


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