

A black dog is shown in profile, looking towards the right. A person's hand is visible, petting the dog's head. The background is a bright, slightly blurred indoor setting. The overall tone is warm and affectionate.

 PURINA<sup>®</sup>  
PRO PLAN<sup>®</sup>

— WITH —  
*OPTI*AGE

**INTRODUCING THE  
BRIGHT MIND EFFECT  
IN SENIOR DOGS**

 PURINA

Your Pet, Our Passion.<sup>®</sup>

## HOW THE 30-DAY TRIAL WORKS

To start the OPTIAGE trial, customers should:

1. Buy the right diet for their dog's size
2. Follow the feeding instructions and monitor their dog's progress over the 30 days, using three simple tests that measure interaction, curiosity and playfulness
3. After 30 days on the diet, owners should notice their dog's brighter mind!

For full information, customers should visit [url.com/optiage](http://url.com/optiage)



## TAKE THE BRIGHT MIND TESTS

Over the course of a month owners should track how much progress your dog is making. Here are three tests they can do to track how OPTIAGE is helping their dog.

### 1.

#### Hide and Seek

Hide behind a tree at your dog's favourite park and see how long it takes him to find you. Repeat this at the start, middle and end of the 30-day trial to see how much he improves.



### 2.

#### Find the Treat

Next, hide one of his favourite treats under a plastic cup. Then, shuffle the cups to see if he can remember which one the treat is under. Repeat this at the start, middle and end of the 30-day trial to see his improvement.



### 3.

#### The Welcome Home

How does your dog interact with you when you come home? Does he run up with his tail wagging? Watch your dog closely at the start, middle and end of the 30-day trial and see how his excitement increase with time.

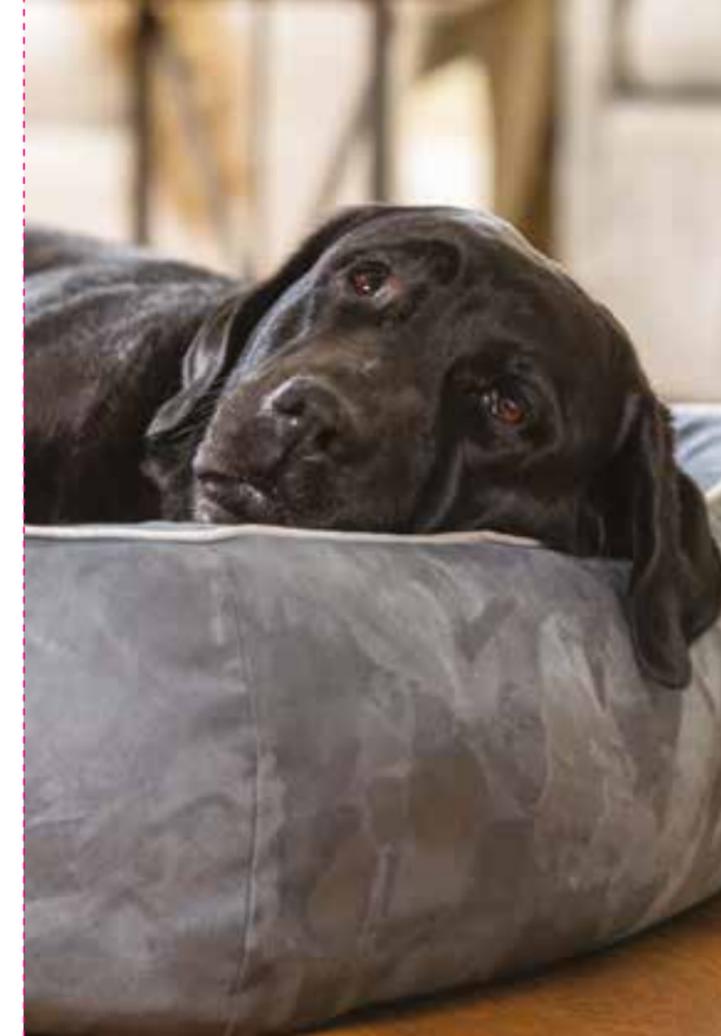


## WHY THE BRAIN SLOWS DOWN WITH AGE

The brain needs lots of energy to function, which is usually provided by glucose from food.

But at around 7 years of age, a dog's brain starts to lose its ability to use glucose for energy.

Over time, this change causes dogs' brains to become slower and less alert.



## THE SIGNS OF BRAIN AGEING

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

-  Reduced activity
-  Memory loss
-  Less sociability
-  Less curiosity
-  Shorter attention span
-  Abnormal sleep patterns
-  Loss of house training

## HOW THE RIGHT NUTRITION CAN HELP



PURINA® PRO PLAN® with OPTIAGE has been specially created for senior dogs.



It's enriched with a botanical oil that gives extra energy to the brain.



The diet is clinically proven to increase mental alertness in 30 days.



### PURINA® PRO PLAN® SMALL & MINI 9+ ADULT 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.



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

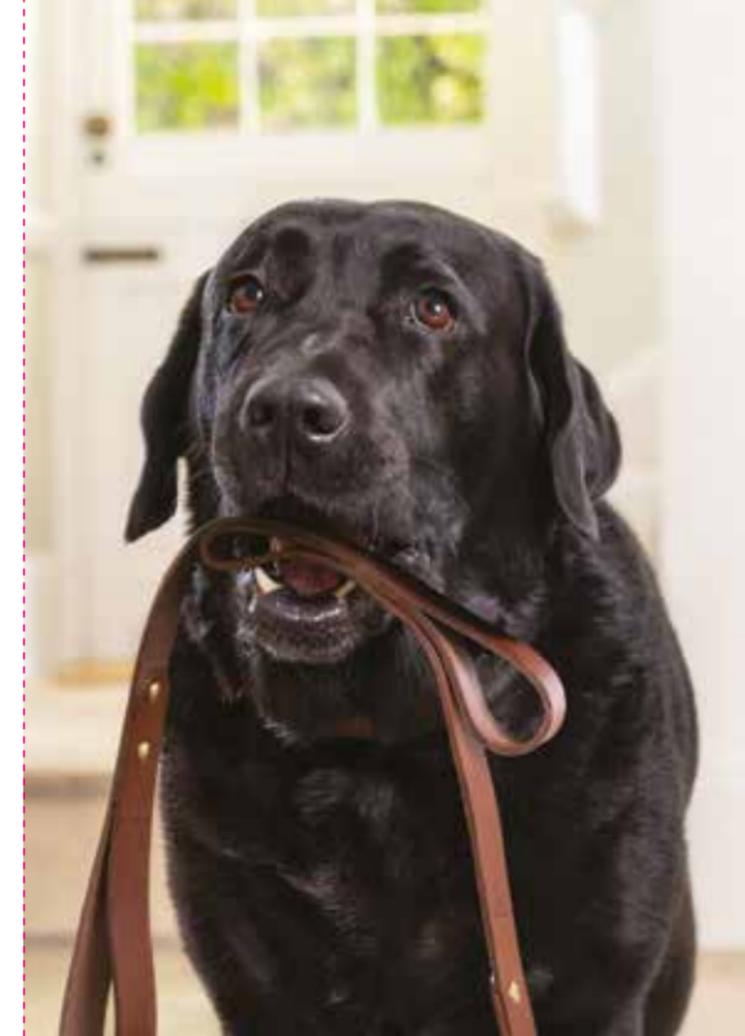
Complete pet food for medium and large size dogs aged from 7 onwards.

#### 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.



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