



INTRODUCING PURINA® PRO PLAN® WET NUTRITION RANGE

Highly palatable formulas for long-term patient compliance

FELINE WET NUTRITION

Health and enjoyment benefits

Providing a range of wet products alongside the dry range, helps meet the nutritional needs and preferences of cats more effectively

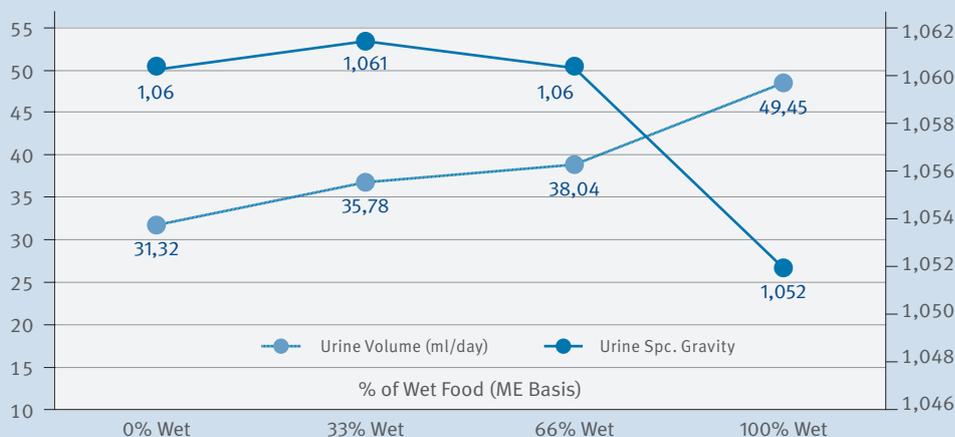
Cats are poor drinkers

- › Desert-dwelling ancestry¹
 - Susceptible to dehydration merely by their evolution
- › Reduced thirst drive even when eating a dry diet^{2,3}
- › Produce highly concentrated urine which can exacerbate lower urinary tract problems in some cats⁴



Wet diets provide extra moisture which leads to better hydration and less concentrated urine⁵

Urine volume (ml/day) and urine specific gravity in cats fed inversely proportional amounts of wet and dry food



- › A less concentrated urine helps support urinary tract health and can reduce the incidence of FLUTD^{6,7}
- › Improved hydration helps support renal health⁸
- › Adequate hydration may have a significant effect on aging kidneys and may contribute to preservation of renal function as the cat ages

1. Driscoll CA et al (2007) The Near Eastern Origin of Cat Domestication Science : Vol. 317, Issue 5837, pp. 519-523
2. Prentiss, P. G., A. V. Wolf, and H. A. Eddy. (1959). Hydropenia in cat and dog. Ability of the cat to meet its water requirements solely from a diet of fish or meat. Am. J. Physiol. 19:625-632
3. G. T Caldwell. (1931). Studies in water metabolism of the cat. The influence of dehydration on blood concentration, thermoregulation, respiratory exchange, and metabolic-water production. Physiol. Zool. 4:324-359
4. Jones BR, Sanson RL, Morris RS (1997) Elucidating the risk factors of feline lower urinary tract disease. N Z Vet J. 45(3):100-8
5. Xu H, Greco DS, Zanghi B, et al. (2014) The Effect of Feeding Inversely Proportional Amounts of Canned Versus Dry Food on Water Consumption, Hydration and Urinary Parameters in Cats. Proc World Small Anim Vet Assoc Conf. Cape Town, South Africa. 852
6. Bartges JW and Kirk CA. (2006) Nutrition and lower urinary tract disease in cats. Vet Clin Small Anim 36: 1361-1376
7. Hervera M and Villaverde C. (2016) Nutritional management of feline lower urinary tract disease. Clin Vet Peq Anim 36(1): 7-13
8. Chronic kidney disease in cats – management. International Cat Care 2017

Obesity levels are increasing in cats¹²

Wet foods increase satiety¹³

- › Helps keep cats at a healthy weight

Cats enjoy variety in their diet

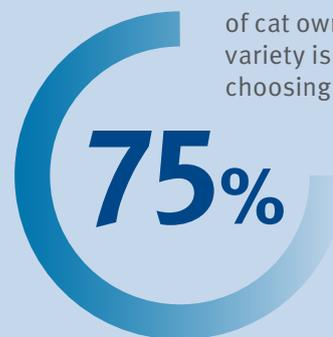
- › Most cats are neophilic⁹
- › They enjoy a variety of flavours and textures in their diet

Wet diets provide extra variety and help relieve monotony

- › Either fed alone or when mixed with dry meals
- › Owners love to see their cats enjoying the food they provide therefore increasing feline enjoyment helps improve owner compliance

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 meal¹⁰



of cat owners claim that variety is a key driver when choosing their cat's food¹⁰

Cats enjoy certain food textures

- › Texture of cat food influences palatability¹¹
 - Cats like moist solid food and crunchy textures

Wet foods are often highly palatable for cats and can increase enjoyment of their meals

- › Helps improve compliance to your nutritional recommendation



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10. Nestle PURINA Quantitative Consumer Research 2012 (base 9:36)
11. Bradshaw, J.W.S.; Goodwin, D.; Legrand-Defretin, V.; Nott, H.M.R. (1996) Food selection by the domestic cat, an obligate carnivore. Comp. Biochem. Physiol. 114, 205-209
12. Scarlett JM, Donoghue S, Saidla J, Wills J. (1994) Overweight cats: prevalence and risk factors. Int J Obes Relat Metab Disord. 18:S22-8
13. Wei A et al (2011) Effect of water content in a canned food on voluntary food intake and body weight in cats. Am J Vet Res. 72(7):918-23

WHY RECOMMEND PURINA® PRO PLAN® VETERINARY DIETS WET FOOD POUCHES



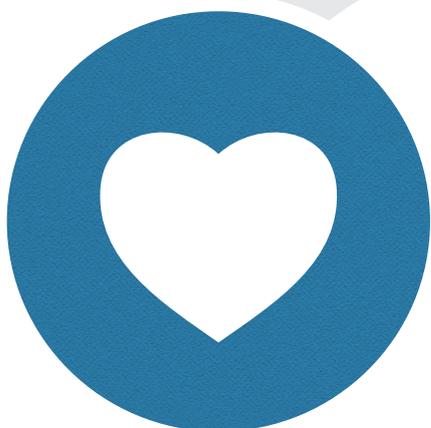
RESULTS FOR VETERINARIANS

- › High palatability and variety leading to better **long term compliance**
- › **Scientifically proven** effective formula
- › Same **clinical effectiveness** as dry and canned formula*
- › Growing **business opportunity** due to high client demand

* Purina PRO PLAN Veterinary Diets range

PLEASURE FOR CATS

- › **Highly palatable** recipes
- › **Varied textures** including meaty chunks, tender pieces or fillets in gravy or jelly
- › **Variety of flavours** in both maintenance and veterinary diet ranges



CONVENIENCE FOR OWNERS

- › **Easy-to-use** single-serve formats
- › **Less food waste**
- › **Fresher** meals
- › Hygienic and **convenient**
- › Can be fed alone or as a complement to dry



HIGH
PALATABILITY



FLAVOUR
VARIETY



TEXTURE
VARIETY



WET, DRY OR MIXED?

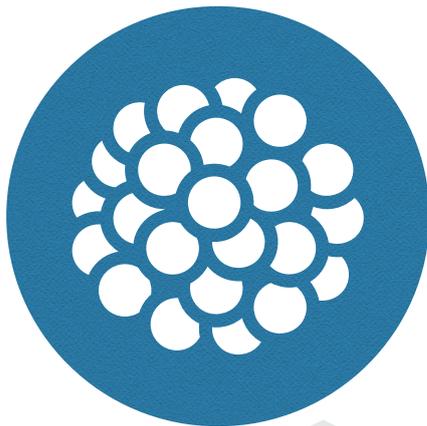
THE BENEFITS OF WET FOOD

- › Convenient single serve pouches ensuring a fresh meal each time
- › Stronger aroma which entices cats to eat it
- › Naturally contains more water meaning a greater water intake for cats fed wet
- › Beneficial for cats with renal or lower urinary tract disease or diabetes mellitus or those prone to constipation



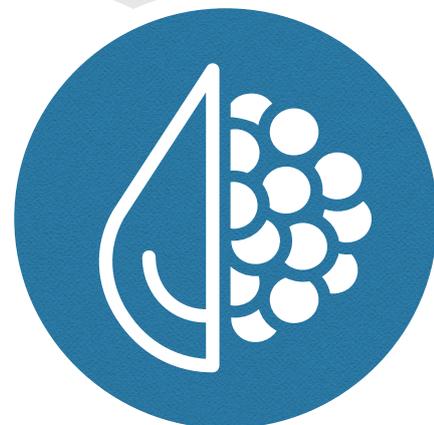
BENEFITS OF DRY FOOD

- › Convenient to use
- › Longer shelf life once opened than wet food
- › Can be beneficial for dental health
- › Crunchy texture often preferred by cats
- › Can be left down for longer periods than wet food without going off allowing cats to nibble small meals frequently throughout the day mirroring their feeding behaviour in the wild



BENEFITS OF MIXED FEEDING

- › When given a choice, many cats seem to prefer a mixture of both wet and dry food
- › Wet food increases enjoyment, adds variety to the diet and increases water intake
- › Dry food satisfies a cat's natural desire to eat many small meals throughout the day
- › When feeding a mixed diet, 2 to 3 small wet meals a day with dry left down for cats to nibble on throughout the day is often a good compromise



 **BOOSTED PATIENT
ENJOYMENT**



**LONG-TERM
COMPLIANCE**

DIETETIC WET FOOD

Highly palatable dietetic pet food for better long-term compliance



PURINA® PRO PLAN® VETERINARY DIETS EN St/Ox GASTROINTESTINAL



Acute or Chronic Gastrointestinal Disease

- > High digestibility
- > Limited number of protein sources
- > Added prebiotics (inulin)

PURINA® PRO PLAN® VETERINARY DIETS NF St/Ox RENAL FUNCTION



Chronic Renal Failure

- > Dietary phosphate restriction
- > Restricted but high quality proteins
- > High palatability

PURINA® PRO PLAN® VETERINARY DIETS UR St/Ox URINARY



Reduction of Struvite and Dissolution of Struvite Uroliths

- > Promotes the production of urine undersaturated for struvite and metastable for calcium oxalate
- > Produces a urine composition to promote dissolution of struvite uroliths
- > Moderate level of fat and calories

PURINA® PRO PLAN® VETERINARY DIETS DM St/Ox DIABETES MANAGEMENT



Diabetes Mellitus

- > Clinically proven to reduce exogenous insulin requirements
- > Contains very low levels of carbohydrates
- > Enhanced levels of vitamin E

PURINA® PRO PLAN® VETERINARY DIETS OM St/Ox OBESITY MANAGEMENT



Obesity

- > Helps promote loss of fat
- > Low fat and low calorie diet
- > Formulated to promote low RSS and APR

A palatable range of flavours and textures

Within Purina® PROPLAN® range, feline patie (chicken, salmon, ocean fish, cod, turkey, be (jelly or gravy) and textures (tender pieces, c

Also available



MAINTENANCE WET FOOD

Highly palatable formulas for long-term health

PURINA
PRO PLAN

PURINA® PRO PLAN® JUNIOR NUTRISAVOUR



For Kittens and Pregnant and Lactating Queens

- › Helps support healthy vision and brain development
- › Helps support healthy bones and muscles growth
- › Healthy development of vital functions

PURINA® PRO PLAN® ADULT NUTRISAVOUR



A complete diet for all Adult cats

- › Supports healthy joints and good mobility
- › Supports a healthy immune system
- › Helps protect teeth from plaque and tartar build-up. Reduces tartar accumulation on teeth by up to 40%

PURINA® PRO PLAN® STERILISED NUTRISAVOUR



For Neutered Cats from 1-7 years

- › Helps maintain urinary health in neutered cats
- › Helps maintain healthy body weight
- › Helps maintain strong natural defences thanks to antioxidants, such as vitamin E

PURINA® PRO PLAN® DELICATE NUTRISAVOUR



For Adult Cats with Sensitive Digestion or Sensitive Skin

- › Proven to promote digestive health
- › Helps reduce skin reactions associated with food sensitivity
- › Highly digestible

PURINA® PRO PLAN® HOUSECAT NUTRISAVOUR



For Adult Cats who live indoors and Adult Cats prone to hairball formation

- › Minimised hairball formation
- › Helps reduce litterbox odour
- › Helps prevent excessive weight gain and maintain a lean body condition

PURINA® PRO PLAN® DERMA PLUS



A complete diet for Adult cats

- › Controls hairball formation
- › Proven to maintain healthy skin and beautiful coat
- › Helps limit excessive hair loss

PURINA® PRO PLAN® ADULT 7+



A complete diet for all Mature Adult cats

- › Helps support key vital functions (immune, renal, digestion)
- › Balanced gut microflora for digestive health
- › Balanced minerals for a healthy urinary system

... with variety textures

... patients have a choice of flavours (chicken, beef, lamb and duck), sauces (gravy, mousse, chunks, mousse or terrine).

... available in cans



PURINA
PRO PLAN
VETERINARY
DIETS

FORMULA	POUCH	CAN
EN ^{Sr} / _{Ox} GASTROINTESTINAL™	Chicken (tender pieces in gravy) Salmon (tender pieces in gravy)	Mousse
NF RENAL FUNCTION™	Chicken (tender pieces in gravy) Salmon (tender pieces in gravy)	Mousse
UR ^{Sr} / _{Ox} URINARY™	Chicken (tender pieces in gravy) Salmon (tender pieces in gravy)	Mousse
DM ^{Sr} / _{Ox} DIABETES™ MANAGEMENT	Chicken (tender pieces in gravy) Beef (tender pieces in gravy)	Mousse
OM ^{Sr} / _{Ox} O B E S I T Y™ M A N A G E M E N T	Chicken (tender pieces in gravy)	-
CN CONVALESCENCE™	-	Mousse

PURINA
PRO PLAN

FORMULA	POUCH	CAN
JUNIOR	Chicken (chunks in jelly) Beef (tender pieces in gravy) Turkey (tender pieces in gravy)	Chicken (mousse)
ADULT	Lamb (chunks in jelly) Turkey (chunks in jelly) Duck (tender pieces in gravy)	Chicken (terrine)
STERILISED	Ocean Fish (chunks in jelly) Turkey (chunks in jelly) Beef (tender pieces in gravy) Chicken (tender pieces in gravy) Duck (tender pieces in gravy) Ocean Fish (tender pieces in gravy)	Tuna & Salmon (terrine)
DELICATE	Lamb (tender pieces in gravy) Ocean Fish (tender pieces in gravy) Turkey (tender pieces in gravy)	Turkey (mousse)
LIGHT	-	Turkey (chunks in gravy)
HOUSECAT	Turkey (chunks in jelly) Salmon (tender pieces in gravy)	-
DERMA PLUS	Cod (tender pieces in gravy)	-
ADULT 7+	Turkey (tender pieces in gravy)	Tuna (mousse)



To find out more information about the Purina wet nutrition range,
 please contact your Purina representative.