



 **PURINA**[®]
PRO PLAN[®]

THE APPETISING WAY TO SUPPORT YOUR CAT'S HEALTH

Introducing **PURINA**[®] **PRO PLAN**[®]
wet food range for cats

THE UNIQUE DRINKING BEHAVIOUR OF CATS

Cats are very poor drinkers. This is because domestic cats are descended from the African wildcat (*Felis Silvestris Lybica*), a desert dweller, and have therefore adapted to a dry environment.

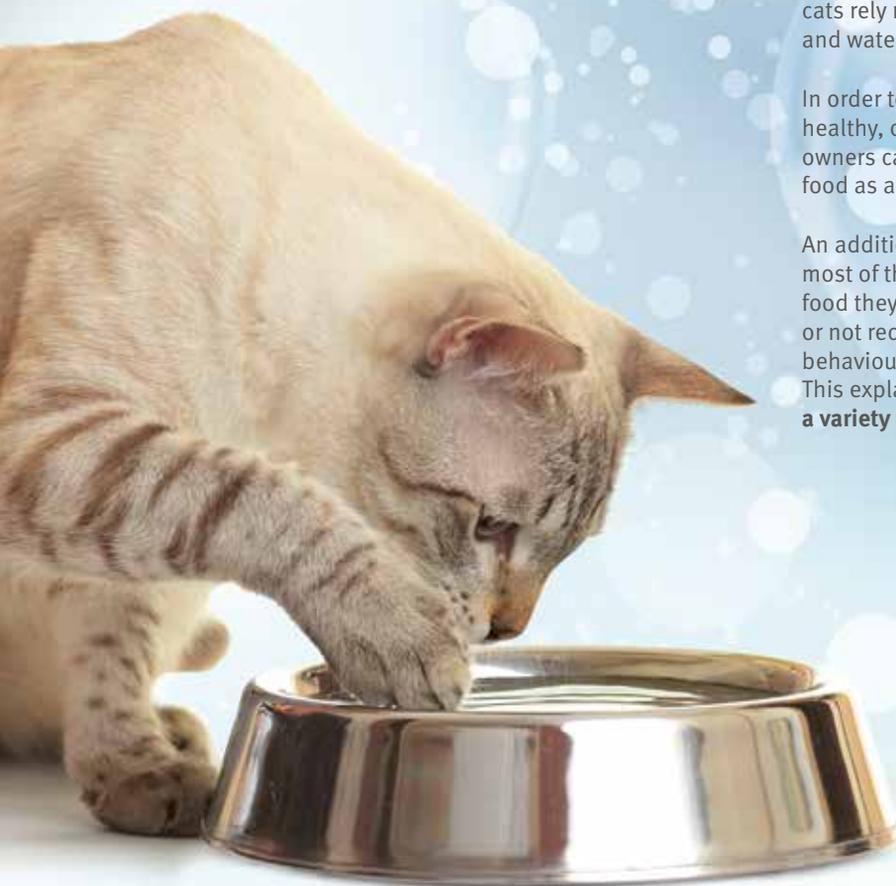
This explains why cats naturally have a lower thirst than dogs, allowing them to survive on less water.

Cats compensate for their low water consumption by producing very concentrated urine. This can have long-term health implications exposing them to an increased risk of urinary stones and crystals, and possibly decreased renal functions as the cat ages.

In the wild, cats get most of their water from the moisture contained in fresh prey like rodents and birds, while domestic cats rely mainly on fresh drinking water and water contained in the food they eat.

In order to keep your cat hydrated and healthy, one of the easiest things cat owners can do is feed their cat some wet food as all or part of their diet.

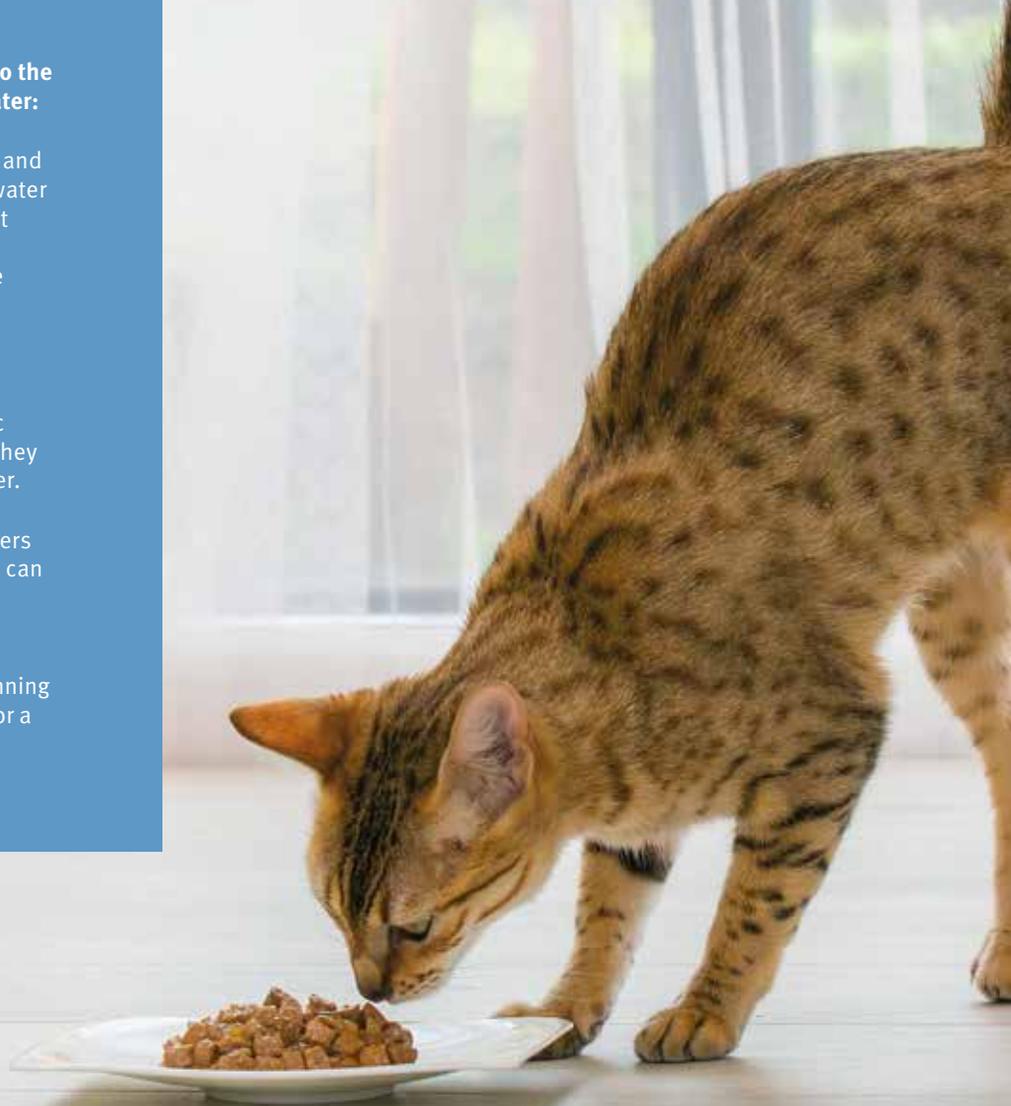
An additional peculiarity of cats is that most of them show a strong preference for food they have never encountered before or not recently encountered (this eating behaviour is defined as neophilic). This explains why **most cats enjoy a variety of textures and flavours.**



GOOD TO KNOW

Domestic cats are very sensitive to the taste and presentation of their water:

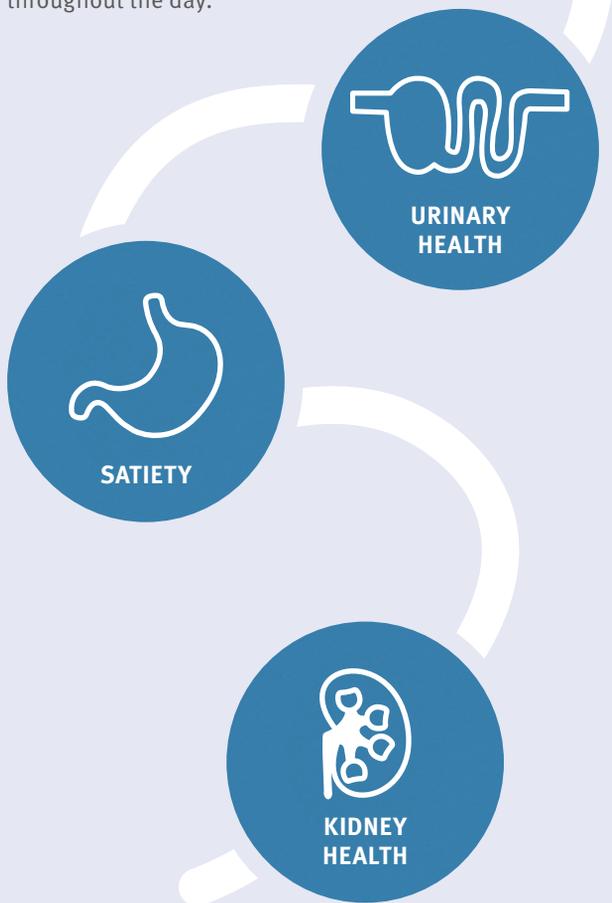
- › Water should always be fresh and readily available: make sure water bowls are placed in a pleasant location (i.e. not close to the litter tray) and where possible have a number of bowls of water in different locations around the house.
- › Always use a metal or ceramic bowl, avoid plastic bowls as they can taint the taste of the water.
- › Use a large water bowl: whiskers touching the edge of the bowl can annoy cats and put them off drinking adequate water.
- › Cats are often attracted to running water: using water fountains or a slowly dripping tap can help attract them to drink more.



HEALTH BENEFITS FOR WET FOOD CATS

By helping increase the daily water intake of your cat, wet food can help them to stay hydrated and support the health of a number of body systems.

Moreover, by feeding your cat a wet diet – alone or as complement to kibbles – you provide extra variety, helping relieve monotony and enjoy each meal throughout the day.



URINARY HEALTH

- ▶ When water consumption is increased, urine becomes less concentrated. This helps dilute any irritating substances and crystal in the bladder and helps support bladder health.

SATIETY

- ▶ Cats need to eat a much larger volume of wet food compared to dry food to eat the same number of calories. This larger volume of food helps cats feel fuller for longer and therefore helps keep hunger at bay. This may help some cats maintain normal weight or lose weight more easily.

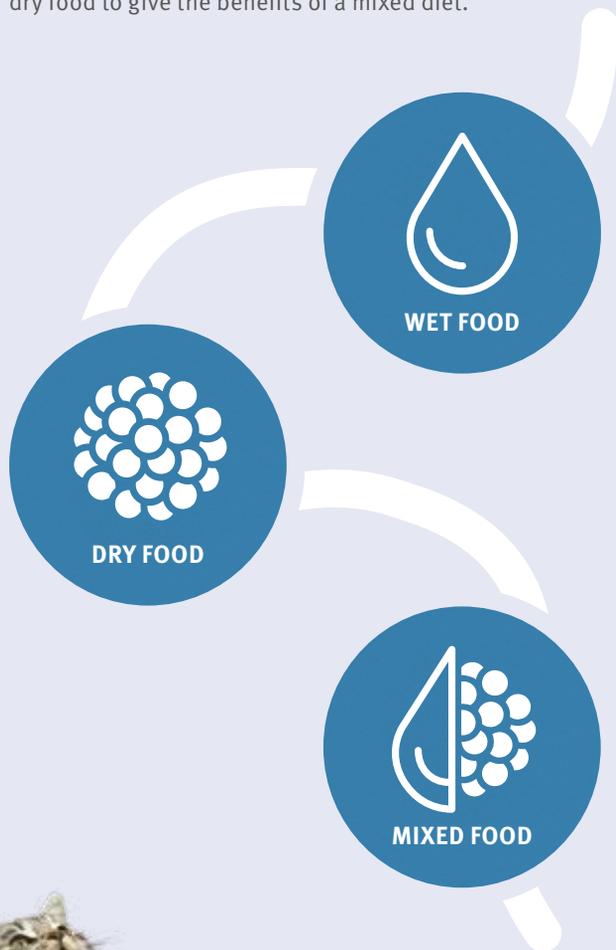
KIDNEY HEALTH

- ▶ Adequate hydration helps support renal function and kidney health.



WET, DRY OR MIXED?

PURINA® PRO PLAN® wet food can be fed alone as complete nutrition for your cat, or it can be fed in combination with a PURINA® PRO PLAN® dry food to give the benefits of a mixed diet.



THE BENEFITS OF WET FOOD

- › Convenient single-serve pouches or cans give a fresh meal every time.
- › The stronger aroma entices cats to eat.
- › Higher moisture levels which help to have a more hydrated cat.
- › Beneficial for cats with certain health conditions (e.g. renal problems, lower urinary tract disease, diabetes mellitus and constipation).

THE BENEFITS OF DRY FOOD

- › Convenient to use.
- › Longer shelf life once opened than wet food.
- › Cats often enjoy the crunchy texture.
- › Can be beneficial for dental health.
- › 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 natural feeding behaviour in the wild.

THE BENEFITS OF MIXED FEEDING

- › Given the choice, many cats seem to prefer a mixture of wet and dry food.
- › Wet food increases enjoyment and meal variety for cats, while helping increase water intake.
- › Dry food satisfies a cat's nibbler nature (i.e. to have many small meals throughout the day) and they enjoy the crunchy texture.
- › When feeding a mixed diet, you can offer your cat one or two small wet meals each day with dry left down for them to nibble on in between. Feeding quantities on pack helps you to choose the right amount of wet and dry food to give, helping you avoid overfeeding. Ask your veterinarian's guidance on this.



INTRODUCING PURINA® PRO PLAN® WET RANGE FOR CATS

The health benefits of scientific nutrition in a delicious variety of textures and flavours

PURINA® PRO PLAN® has a wide range of dietetic and maintenance wet cat food range, very convenient to use in single serve format (pouches and cans).

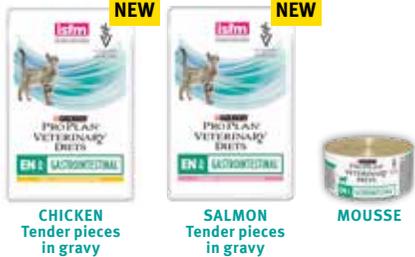
You can now find a wet cat range with **scientifically proven health** benefits to give more variety to your cat's daily food. The is **highly palatable, with a variety of flavours, textures and formats.**

DIETETIC WET FOOD

Highly palatable formulas for better long-term compliance



EN ST/OX GASTROINTESTINAL



CHICKEN Tender pieces in gravy

SALMON Tender pieces in gravy

MOUSSE

NF ST/OX RENAL FUNCTION



CHICKEN Tender pieces in gravy

SALMON Tender pieces in gravy

MOUSSE

UR St/Ox URINARY



CHICKEN Tender pieces in gravy

SALMON Tender pieces in gravy

MOUSSE

DM St/Ox DIABETES MANAGEMENT



CHICKEN Tender pieces in gravy

BEEF Tender pieces in gravy

MOUSSE

OM St/Ox OBESITY MANAGEMENT



CHICKEN Tender pieces in gravy

MAINTENANCE WET FOOD

Highly palatable formulas for long term health



JUNIOR NUTRISAVOUR



CHICKEN Chunks in jelly

TURKEY Tender pieces in gravy

BEEF Tender pieces in gravy

CHICKEN Mousse

ADULT NUTRISAVOUR



LAMB Chunks in jelly

TURKEY Chunks in jelly

DUCK Tender pieces in gravy

CHICKEN Terrine

STERILISED NUTRISAVOUR



CHICKEN Tender pieces in gravy

TURKEY Chunks in jelly

OCEAN FISH Chunks in jelly

TUNA & SALMON Terrine

DELICATE NUTRISAVOUR



TURKEY Tender pieces in gravy

LAMB Tender pieces in gravy

OCEAN FISH Tender pieces in gravy

TURKEY Mousse

HOUSECAT NUTRISAVOUR



TURKEY Chunks in jelly

SALMON Tender pieces in gravy

ADULT 7+



TURKEY Tender pieces in gravy

TUNA Mousse

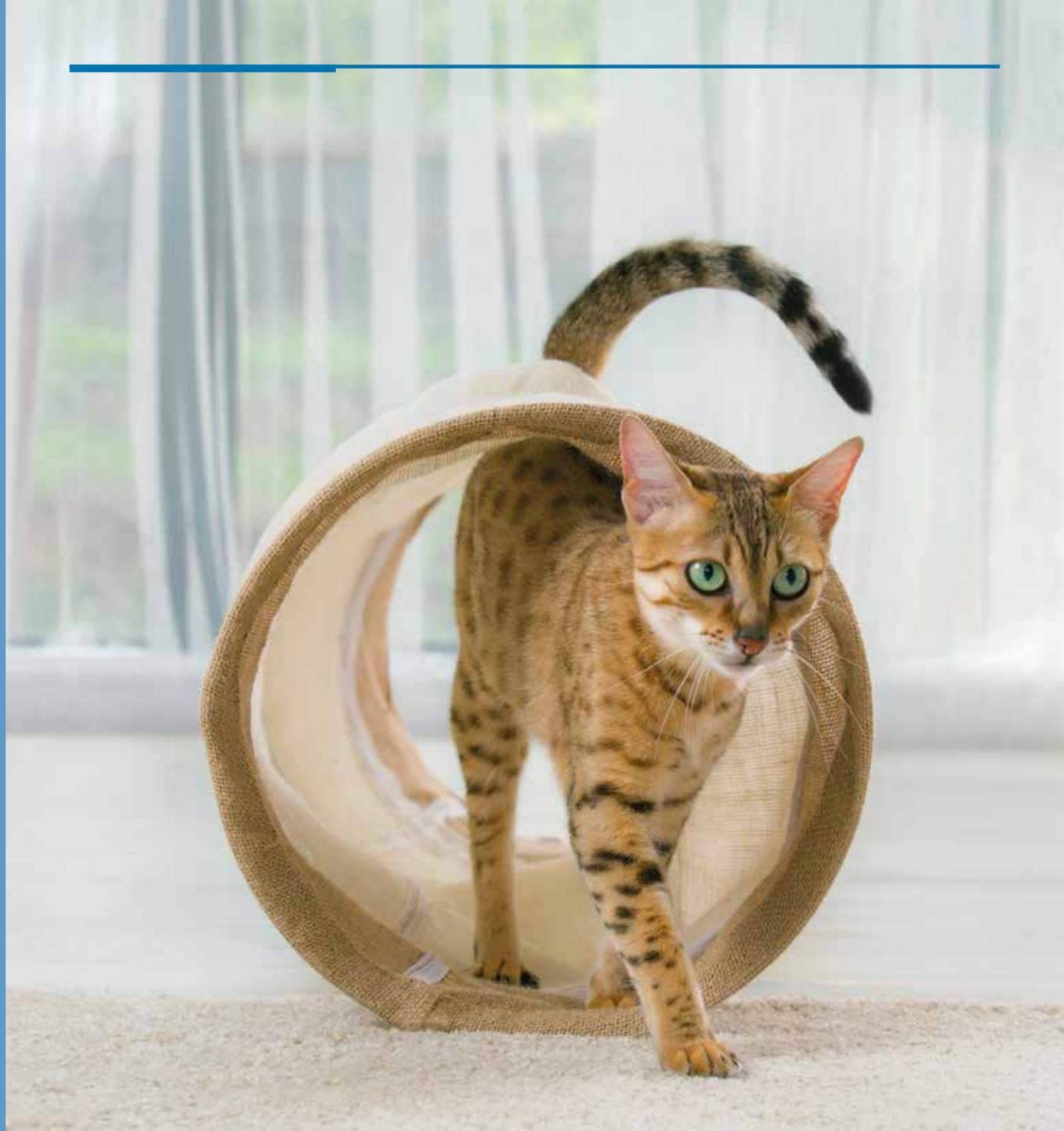
COD Tender pieces in gravy

DERMA PLUS



COD Tender pieces in gravy

“Wet food provides variety and enjoyment as well as a simple way of keeping your cat hydrated and healthy every day.”





 **PURINA**[®]
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The PURINA[®] PRO PLAN[®] wet range offers the health benefits of scientific nutrition in a delicious variety of tastes and textures. Ask your vet for more details or visit [url]

 **PURINA**[®]

Your Pet, Our Passion.[®]