

WEIGHT MANAGEMENT

The three-step approach for a personalised nutrition plan
from PURINA® PRO PLAN®

OBESITY MANAGEMENT AND PREVENTION

with the "Healthy Love" Programme
from PURINA® PRO PLAN®

Obesity is one of the major health issues faced by dogs and cats today

Obesity is the most common cause of malnutrition in dogs and cats in Europe. Up to 40% of all European dogs and cats are overweight or obese ^{1,2}.



HEALTHY LOVE is an innovative, threefold approach to weight management:

♥ A POSITIVE MESSAGE

The **HEALTHY LOVE** programme is designed to open a different angle for discussion about your patients: no sense of guilt, no judgment, no lecturing. Our message empowers and encourages pet owners to make positive lifestyle changes for their pets.

♥ A DIFFERENT APPROACH

Unlike other programmes, **HEALTHY LOVE** recognises the causes of obesity are often cultural and behavioural rather than clinical.

♥ BEYOND TRADITIONAL DIETS

Encouraging owners in a positive way to make simple changes in their daily lives that will help pets achieve healthy weight.

HEALTHY LOVE stages:

1

PREVENTING
obesity in healthy weight pets

CORRECTING
obesity in overweight pets

2

3

AVOIDING
rebound weight gain through long-term maintenance of healthy weight

TRIED, TESTED, EFFECTIVE

In recent research with 300 European pet owners:

- **86%** said **HEALTHY LOVE** was a new and different approach to weight management
- **87%** said it would inspire them to take action and adopt new healthy habits for their pet

Source: Survey of 300 cat and dog owners in UK, Italy, France and Russia, conducted in July 2016 by The Pet Connection, on behalf of PURINA.

PIONEERS IN WEIGHT MANAGEMENT

At PURINA we are dedicated to helping vets with weight management in cats and dogs

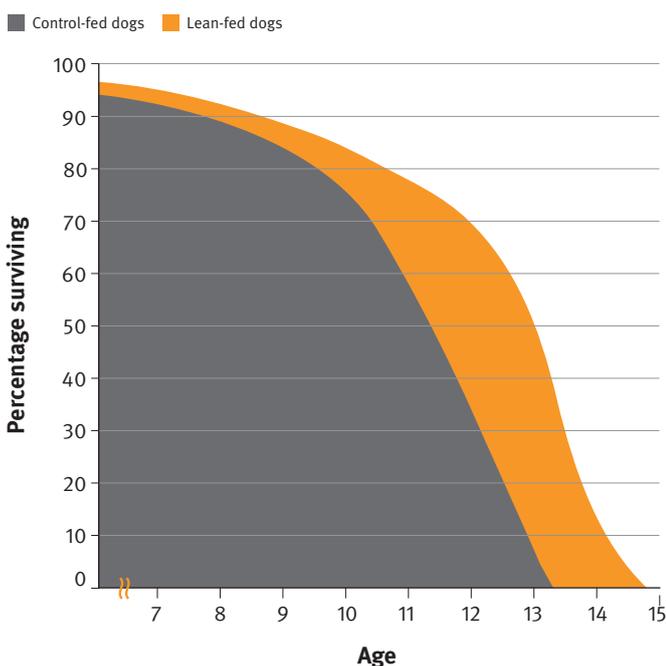
PURINA has led the development of many successful veterinary tools and nutritional innovations that deliver significant clinical advantages in preventing and managing obesity

First canine lifespan study

PURINA was the first company to prove the importance of maintaining dogs in a lean body condition (4-5 out of 9) throughout their lives with the completion of the first ever canine life span diet restriction study. This 14 year longevity study remains the longest ever mammalian study done to investigate the effects of caloric restriction and is quoted in both human and pet scientific literature as being the most effective to demonstrate the long-term benefits of caloric restriction.

When maintained in lean body condition, the median life span of Labrador Retrievers was extended. Additionally, the age when 50% of the dogs required treatment for a chronic health condition (such as osteoarthritis) improved to 12 years among the lean body condition dogs, compared to 9.9 years for the control group³.

Survival curves for the controlled-feeding group compared to lean-fed group of Labrador Retrievers³



Body Condition Score (BCS)

This tool, designed to help vets objectively and more accurately monitor the body condition of dogs and cats, was developed by PURINA scientists⁴ and is directly derived from the Lifespan Study³. Today it is used globally not only in scientific studies but as a useful clinical tool in daily small animal practice.



PURINA was first to use high protein levels

PURINA scientists^{5,6} were the first to demonstrate that an increased dietary protein level, combined with a higher protein to calorie ratio, helps stimulate fat loss but also helps preserve lean body mass during weight loss compared to a control diet with a lower protein level. Preservation of lean body mass, together with a gradual weight reduction programme, helps reduce the risk of rebound weight gain^{5,6}.

3. Kealy RD et al (2002) Effects of diet restriction on life span and age-related changes in dogs. *J Am vet Med Assoc* **220**: 1315-1320

4. Laflamme et al (1997) Development and validation of a BCS for dog. *Canine Practice* **22** 10-15

5. Hannah SS, Laflamme DP (1998) Increased dietary protein spares lean body mass during weight loss in dogs. *J Vet Int Med*, **12**:224

6. Laflamme DP, Hannah SS (2005) Increased dietary protein promotes fat loss and reduces loss of lean body mass during weight loss in cats. *Intern J Appl Res Vet Med*. **3**: 62-68

INTRODUCING THE FEEDING CALCULATOR

The new digital tool from PURINA® PRO PLAN® for personalised weight management plans

Every dog and cat is different

Which is why PURINA® PRO PLAN® has created a new digital tool, the Feeding Calculator. It has been developed to help veterinary professionals create personalised, precise nutrition plans to meet the needs of individual pets and their owners.

EASY TO USE

- 1 Input patient details
- 2 Input current weight* and body condition score
- 3 Personalise preferences for wet to dry food ratio
- 4 Produce a personalised nutrition plan that can be printed and kept for owners

ENCOURAGES COMPLIANCE

Each nutrition plan is tailored to the individual pet's needs, detailing the type and amount of food required. A timescale and goal chart are provided to help owners monitor their pet's weight progress.

*FEEDING GUIDELINES BASED ON PET'S CURRENT WEIGHT

Many feeding guidelines are based on the pet's estimated ideal body weight. PURINA uses current body weight because:

Ideal body weight is often not known and relies on breed standard tables or guesswork

Working with ideal bodyweight means the food quantity drops dramatically at the start of the programme, increasing the risk of hunger and the likelihood of poor compliance

PURINA's approach is simple and reliable, reduces the risk of hunger and increases the likelihood of compliance

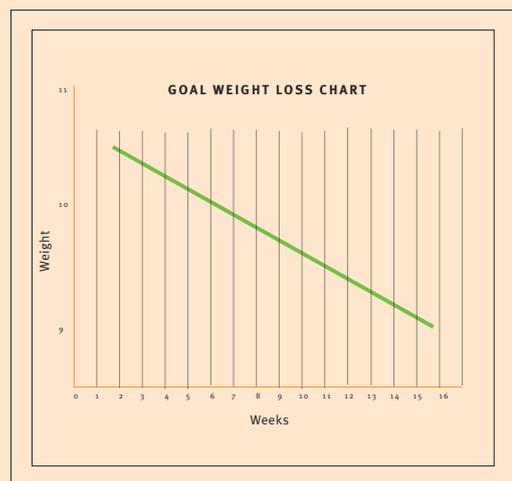
PURINA® PRO PLAN® Feeding Calculator:

DOG
Choose...
Dog
Cat
Puppy
Kitten

WEIGHT
Please enter your pets' weight below...
11 kg

AGE
Please enter your pets' age below...
7 Years

PREFERENCES
Select the amount...
0 1 Pouches / Cans



Vet and owner can monitor progress against the weight loss graph produced by the PURINA® PRO PLAN® Feeding Calculator

OBESITY MANAGEMENT

Advanced nutritional diets from PURINA® PRO PLAN® VETERINARY DIETS

CLINICALLY PROVEN EFFICACY | HIGH QUALITY INGREDIENTS | HIGHLY PALATABLE

Correcting obesity is not an easy process

- Just over half of all obese dogs on a controlled weight-loss programme reach their target weight⁷
 - often due to lack of compliance by pet owners
- Conversations with pet owners about weight management can be complicated and time-consuming as obesity is a sensitive subject

PURINA® PRO PLAN® VETERINARY DIETS are recommended for pets currently overweight or obese (BCS ≥6)

They are:

- Low in energy
- High in protein
- Fortified with vitamins and minerals
- High in fiber

To promote weight loss whilst maintaining lean muscle and providing a nutritionally complete diet^{5,6}.

DOGS

INDICATIONS

- Obesity and weight management
- *Diabetes mellitus* in overweight dogs
- Fibre-responsive diseases such as:
 - constipation
 - hyperlipidaemia

PURINA® PRO PLAN® VETERINARY DIETS OM OBESITY MANAGEMENT™



Key benefits:



High protein level – to help promote loss of fat while maintaining muscle mass⁵



Low calorie diet – to help with weight loss



Glucose control – low Glycaemic Index carbohydrate sources to help nutritionally manage *diabetes mellitus*

CATS

INDICATIONS

- Obesity and weight management
- Constipation
- Hyperlipidaemia
- *Diabetes mellitus* in overweight cats

PURINA® PRO PLAN® VETERINARY DIETS OM ST/OX OBESITY MANAGEMENT™



Key benefits:



High protein level – to help promote loss of body fat while maintaining muscle mass⁶



Low calorie diet – to help with weight loss



Urinary / UTH security – Help prevent struvite and oxalate urinary stones, which are more common in overweight cats

5. Hannah SS, Laflamme DP (1998) Increased dietary protein spares lean body mass during weight loss in dogs. *J Vet Int Med*, **12**:224

6. Laflamme DP, Hannah SS (2005) Increased dietary protein promotes fat loss and reduces loss of lean body mass during weight loss in cats. *Intern J Appl Res Vet Med*, **3**: 62-68

7. German AJ, Titcomb JM, Holden SL, Queau Y, Morris PJ, Biourge V (2015) Cohort Study of the Success of Controlled Weight Loss Programs for Obese Dogs. *J Vet Intern Med*, **29**(6):1547-55

REBOUND WEIGHT GAIN PREVENTION

Maintaining healthy weight after successful weight loss

Rebound weight gain after successful weight loss is a common experience⁷

It is often caused by poor compliance and a return to bad habits by owners. Effective weight management programmes should therefore include support to help owners keep their pets a healthy weight in the long term

Recent research shows it takes 8–12 months for new habits to “stick”⁸

We therefore recommend dogs and cats are closely monitored for at least a year (preferably for life) and are kept on the recommended diet for at least 8–12 months. After this time you can consider gradually transitioning to a **PURINA® PRO PLAN® Light** maintenance diet

PURINA can help with optimal diets and practical tools

For pets maintaining long-term healthy weight (BCS 4 or 5 for dogs , 5 for cats) after weight loss and to avoid rebound weight gain, recommend **PURINA® PRO PLAN®** and use the **PRO PLAN® Feeding Calculator** to create precise, personalised feeding plans

PURINA® PRO PLAN® VETERINARY DIETS reduce the risk of rebound weight gain:

- With 29% high-quality protein and added fibre, **PURINA® PRO PLAN® VETERINARY DIETS OM Obesity Management™** for dogs helps promote satiety and reduce the risk of rebound weight gain after weight loss
- **PURINA® PRO PLAN® VETERINARY DIETS OM ST/Ox Obesity Management™** for cats contains 48% protein and added fibre, which helps improve satiety and reduces the risk of rebound weight gain in cats



WEIGHT GAIN PREVENTION

Long-term solutions to help prevent weight gain

PROVEN FORMULAS | HIGH QUALITY INGREDIENTS | HIGHLY PALATABLE

Preventing obesity in high-risk pets is easier than correcting it when it occurs⁹

- Despite the many weight management programmes available, the incidence of pet obesity is still rising
- Discussing weight management is challenging and time-consuming for busy vets, but educating owners of pets helps to prevent problems happening

Pets at high risk include:

- High-risk breeds such as Labradors
- Neutered animals
- Pets receiving little exercise (indoor cats, unable or unwilling owners)
- Pets receiving uncontrolled treats

DOGS

RECOMMENDED FOR

- Neutered or spayed dogs or those at high risk of becoming overweight
- Long-term weight maintenance after successful weight loss

PURINA® PRO PLAN® ALL SIZE LIGHT/ STERILISED WITH OPTIWEIGHT™ – DRY/SNACKS



Key benefits (dry):

- Low fat** – helps maintain lean body mass during weight loss and after sterilisation
- Helps reduce the feeling of hunger** – promotes satiety thanks to high protein content, complex carbohydrates and adequate fibre level
- Supports healthy joints** – contains a combination of key nutrients that helps to support healthy joints for a dog's active lifestyle

CATS

RECOMMENDED FOR

- Cats at high risk of becoming overweight such as less active or sedentary cats
- Long-term weight maintenance after successful weight loss

PURINA® PRO PLAN® LIGHT™ – DRY/WET



Key benefits (dry):

- Contains OPTILight®** – 40% less fat to help with weight loss
- Highly palatable recipe** – made with cuts of turkey and a very palatable kibble coating to promote client compliance
- Silky and glossy coat** – contains vitamin A, essential fatty acids and zinc
- Healthy kidneys** – formula specially developed to promote healthy kidneys

RECOMMENDED FOR

- Neutered or spayed cats

PURINA® PRO PLAN® STERILISED ADULT & STERILISED ADULT 7+ – DRY/WET



Key benefits (dry):

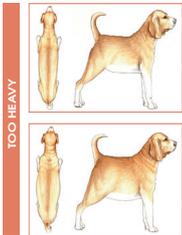
- Helps maintain a healthy body weight** – contains a high protein level (41%), added fibre and low carbohydrates. Feeding guidelines adapted to the lower energy needs of neutered cats
- Urinary health support** – maintains urinary health in neutered cats
- Healthy teeth** – helps protect teeth from plaque and tartar build-up

WEIGHT MANAGEMENT

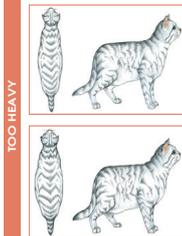
Product Selector

OVERWEIGHT PET

Body Condition Score 6 ≥



- 6 Ribs palpable with slight excess fat covering. Waist is discernible viewed from above but is not prominent.
- 7 Ribs palpable with difficulty; heavy fat cover. Noticeable fat deposits over lumbar area and base of tail.
- 8 Ribs not palpable under very heavy fat cover, or palpable only with significant pressure.
- 9 Massive fat deposits over thorax, spine and base of tail. Waist and abdominal tuck absent.



- 6 Ribs palpable with slight excess fat covering; waist and abdominal fat pad distinguishable but not obvious.
- 7 Ribs not easily palpated with moderate fat covering; waist poorly discernible; obvious rounding of abdomen.
- 8 Ribs not palpable with excess fat covering; waist absent; obvious rounding of abdomen.
- 9 Ribs not palpable under heavy fat cover; heavy fat deposits over lumbar area, face and limbs.

NORMAL WEIGHT PET BUT HIGH RISK OF OBESITY

Body Condition Score 4–5 (dogs) / 5 (cats)



- 4 Ribs easily palpable, with minimal fat covering. Waist easily noted, viewed from above.
- 5 Ribs palpable without excess fat covering. Waist observed behind ribs when viewed from above.
- 5 Well-proportioned; observe waist behind ribs; ribs palpable with slight fat covering.

PURINA PRO PLAN VETERINARY DIETS

PURINA PRO PLAN

- **STERILISED/ NEUTERED**
- **HIGH RISK BREED**
- **INADEQUATE EXERCISE** (indoor cats, pet or owners unable to exercise)

OM OBESITY MANAGEMENT™ (Dogs)



OM ST/OX OBESITY MANAGEMENT™ (Cats)



PURINA® PRO PLAN® LIGHT/STERILISED™ (Dogs)



PURINA® PRO PLAN® LIGHT™ (Cats)



PURINA® PRO PLAN® STERILISED ADULT & STERILISED ADULT 7+ (Cats)



Successfully reaches healthy body weight

Stay on PURINA® PRO PLAN® VETERINARY DIETS OM or OM St/Ox Obesity Management™ for at least 8 months* with close veterinary supervision

If still successfully maintaining normal weight after 8 months* – gradual transition to Maintenance diets (with close monitoring of weight)

*Why do we recommend an 8 month period on a veterinary diet before transitioning to a weight maintenance diet?

New habits are hard to keep – and none more so than those relating to food! Research shows that habits relating to feeding take on average 66 days to form – but for some individuals they can take as long as 8 months⁸. For this reason we recommend at least eight months on a veterinary diet before transitioning to a weight maintenance diet. Keeping a pet at optimal weight for eight months plus before making diet changes helps to entrench good feeding, exercise and treat habits. By this point, owners will really see the difference in their pets' energy levels and quality of life so will be more motivated to keep good habits. However, each individual is different, so pet owners will need your expert veterinary support to keep their pet a healthy weight for life.

8. Lally P *et al* (2010) How are habits formed: Modelling habit formation in the real world. *Eur. J. Soc. Psychol.* 40, 998–1009

PURINA PRO PLAN

Committed to provide simple and effective nutritional solutions for obesity management and prevention.
To find out a personalised assessment, please contact your PURINA® representative.