

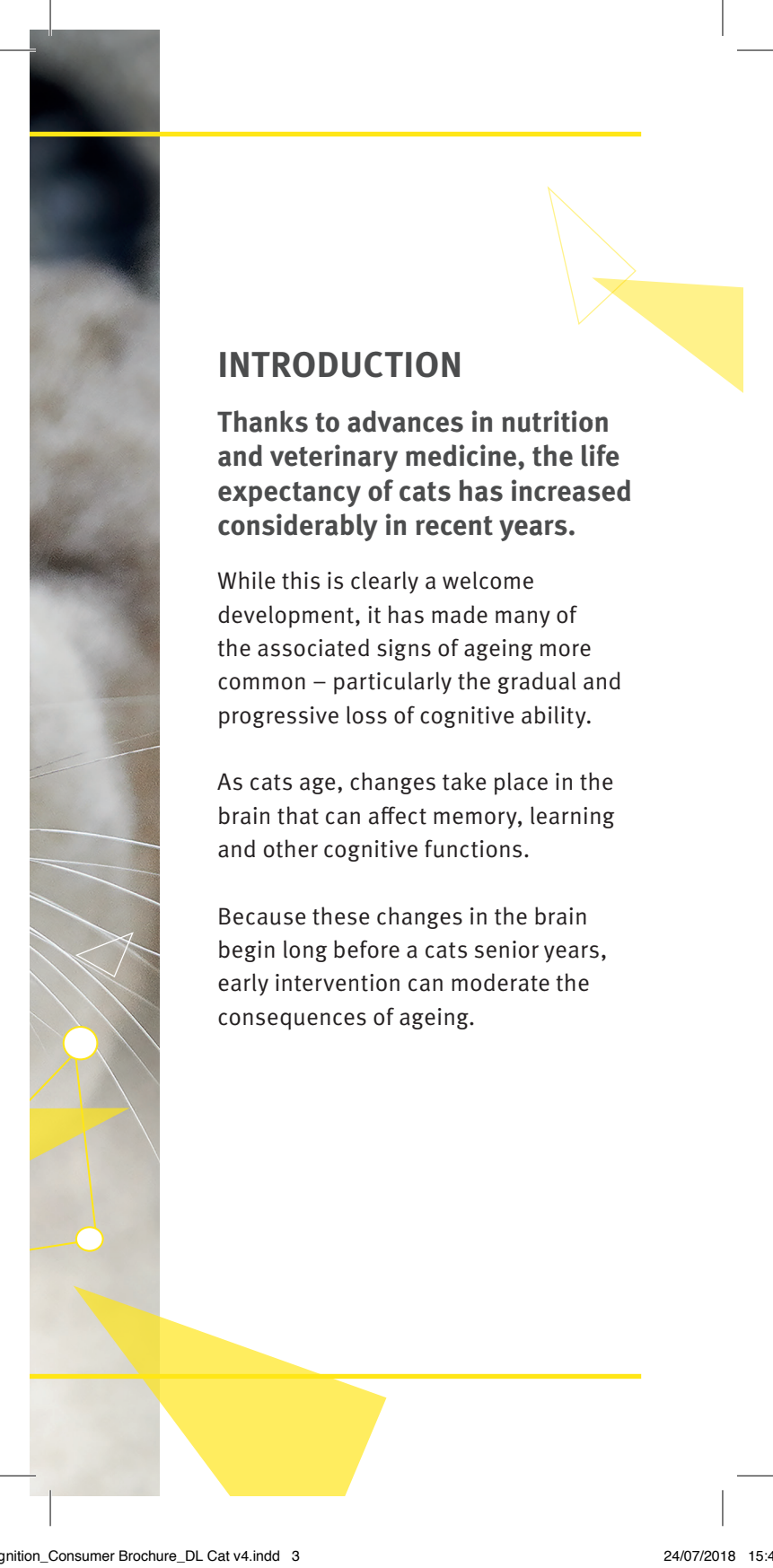


 **PURINA**
PRO PLAN

RECOGNISING THE SIGNS OF AGE-RELATED CHANGES

A guide for cat owners from Nestlé Purina





INTRODUCTION

Thanks to advances in nutrition and veterinary medicine, the life expectancy of cats has increased considerably in recent years.

While this is clearly a welcome development, it has made many of the associated signs of ageing more common – particularly the gradual and progressive loss of cognitive ability.

As cats age, changes take place in the brain that can affect memory, learning and other cognitive functions.

Because these changes in the brain begin long before a cat's senior years, early intervention can moderate the consequences of ageing.

BRAIN HEALTH IN CATS

Essential to maintain cats' unique behaviour

UNDERSTANDING THE CAT'S BRAIN

Cats, like humans, use their sensory skills of hearing, seeing, tasting, smelling and touching to receive information for their brains to process.

Stimulating the senses that send signals to the brain strengthens the neural pathways for learning.

How can ageing affect cats?

As cats age, changes take place in their brain such as loss of neurons and others that may affect memory, learning and other cognitive functions.

Cognitive deterioration has been detected in apparently normal cats as early as 6-7 years old using standardised, validated cognitive tests.

Behavioural changes can be difficult to identify by pet owners, but they can eventually interfere with your day-to-day function and quality of life for you and your cat.

Behaviours that may be observed include:

- Increased anxiety and reduced coping ability
- Increased vocalization
- Social withdrawal
- Altered social interactions and decreased social flexibility
- Reduced ability to navigate environments changes in sleeping patterns
- Reduced ability to predict feeding time



NUTRITION TO SUPPORT CATS' BRAIN FUNCTION

SUCCESSFULLY TESTED FORMULAS

VITAL SENSES

PURINA® PRO PLAN® STERILISED ADULT WITH *OPTI*SENSES



PURINA® PRO PLAN® ORIGINAL ADULT WITH *OPTI*SENSES



Proven to nourish the cat's brain for vital senses support

SENSES SUPPORT

HIGHLY PALATABLE

Purina® ProPlan® contains OPTISenses™, a special nutrient blend of Omega-3 fatty acids, arginine, B-vitamins and antioxidants. Scientifically proven to nourish the cat's brain to support his vital senses. Specially formulated for adult cats. It is rich in salmon, a source of Omega-3 fatty acids.

Key Benefits Sterilized Adult



Formulation specially developed
to promote healthy kidneys



Maintains urinary health
in neutered cats



Helps maintain a healthy body weight

Key Benefits Original Adult



Formulation specially developed
to promote healthy kidneys



Supports a healthy immune system



Helps protect teeth from plaque
and tartar build-up



**For more information about the PURINA® PRO PLAN® you
can contact your Vet or visit www.purina-proplan.com**