

CANINE DIETARY MANAGEMENT

The following suggested diets may be appropriate for dogs with certain forms of these health conditions.

CONDITION	SUGGESTED DIETS	REFERENCE PAGE
Allergic Dermatitis	DRM DERMATOLOGIC MANAGEMENT®	10
	HA HYPOALLERGENIC®	14
Arthritis	JM JOINT MOBILITY®	16
Atopy	DRM DERMATOLOGIC MANAGEMENT®	10
Colitis	DCO DUAL FIBER CONTROL®	6
	HA HYPOALLERGENIC®	14
	OM OVERWEIGHT MANAGEMENT®	20
	FORTIFLORA®	24
Constipation	DCO DUAL FIBER CONTROL®	6
	OM OVERWEIGHT MANAGEMENT®	20
Critical Care	DM DIETETIC MANAGEMENT® FELINE	34
Dental Disease	DH DENTAL HEALTH®	8
Diabetes Mellitus	DCO DUAL FIBER CONTROL®	6
	OM OVERWEIGHT MANAGEMENT®	20
Diarrhea (small bowel)	EN GASTROENTERIC®	12
	FORTIFLORA®	24
Diarrhea (large bowel)	DCO DUAL FIBER CONTROL®	6
	FORTIFLORA®	24
Enteritis	EN GASTROENTERIC®	12
	FORTIFLORA®	24
Exocrine Pancreatic Insufficiency	EN GASTROENTERIC®	12
	HA HYPOALLERGENIC®	14
	FORTIFLORA®	24
Food Allergic Dermatitis	DRM DERMATOLOGIC MANAGEMENT®	10
	HA HYPOALLERGENIC®	14
Food Allergic Gastroenteritis	HA HYPOALLERGENIC®	14

CANINE DIETARY MANAGEMENT (continued)

The following suggested diets may be appropriate for dogs with certain forms of these health conditions.

CONDITION	SUGGESTED DIETS	REFERENCE PAGE
Gastritis	EN GASTROENTERIC®	12
Heart Disease	JM JOINT MOBILITY®	16
	DRM DERMATOLOGIC MANAGEMENT®	10
	NF KIDNEY FUNCTION® FELINE	42
Hepatic Disease	EN GASTROENTERIC®	12
Hepatic Encephalopathy	NF KIDNEY FUNCTION®	18
Hyperlipidemia	EN GASTROENTERIC®	12
	OM OVERWEIGHT MANAGEMENT®	20
	HA HYPOALLERGENIC®	14
Inflammatory Bowel Disease	EN GASTROENTERIC®	12
	HA HYPOALLERGENIC®	14
	FORTIFLORA®	24
Lymphangiectasia	EN GASTROENTERIC®	12
	HA HYPOALLERGENIC®	14
	FORTIFLORA®	24
Malabsorption/maldigestion	EN GASTROENTERIC®	12
	HA HYPOALLERGENIC®	14
	FORTIFLORA®	24
Obesity	OM OVERWEIGHT MANAGEMENT®	20
Pancreatitis	EN GASTROENTERIC®	12
	HA HYPOALLERGENIC®	14
	FORTIFLORA®	24
Renal Failure	NF KIDNEY FUNCTION®	18
Tartar Accumulation	DH DENTAL HEALTH®	8
Urolithiasis (oxalate, urate, struvite)	see reference page	50



CLINICAL CONSIDERATIONS:

The role of dietary management in canine diabetes mellitus and colitis is to provide a proper balance of total nutrients while meeting the special dietary needs of the patient. Complex carbohydrates and dietary fiber help to delay the absorption of glucose from the intestinal tract and minimize postprandial fluctuation of glucose in dogs with diabetes mellitus. Soluble fiber in the diet may also prolong gastrointestinal transit time, allow greater water absorption, and promote the production of short chain fatty acids which nourish the intestinal mucosa.

DIET CHARACTERISTICS:

Purina Veterinary Diets® DCO Dual Fiber Control® Canine Formula has been formulated to achieve the following characteristics:

- High level of complex carbohydrates
- Increased fiber including soluble fiber
- Source of omega-3 and omega-6 fatty acids
- Moderate total dietary fat and calories
- Contains the prebiotic aleurone

MEDICAL INDICATIONS:

Diets with these nutritional modifications have been recommended for dogs with some forms of the following conditions:

- Diabetes mellitus
- Constipation
- Fiber responsive colitis
- Large bowel diarrhea

MEDICAL CONTRAINDICATIONS:

- None

FEEDING AND ADMINISTRATION:

Purina Veterinary Diets DCO Dual Fiber Control® Canine Formula is formulated to meet the nutritional levels established by the Association of American Feed Control Officials (AAFCO) Dog Food Nutrient Profiles for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

ADULT MAINTENANCE ¹			
BODY WEIGHT	lbs.	kg.	APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY ³
	5	2.3	$\frac{5}{8}$
	10	4.5	$1\frac{1}{8}$
	20	9.1	$1\frac{7}{8}$
	30	13.6	$2\frac{1}{2}$
	40	18.2	$3\frac{1}{8}$
	50	22.7	$3\frac{5}{8}$
	60	27.3	$4\frac{1}{4}$
	80 ⁴	36.4	$5\frac{1}{4}$
Metabolizable Energy (ME) ²			3259 kcal/kg
Metabolizable Energy (ME) ²			1478 kcal/lb
Metabolizable Energy (ME) ²			311 kcal/8-oz cup

¹ Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound body weight than larger breed dogs. Provide fresh water in a clean container daily.

² Kilocalories of metabolizable energy (ME).

³ This daily amount should be divided into several small meals throughout the day.

⁴ For each additional 10 lbs. of body weight, feed an additional 175 kilocalories.

AVERAGE NUTRIENT CONTENT ON SERVING AND 100 CALORIE BASIS

	Grams per 100 kcal ME	Grams per 8-oz. cup
Protein	6.89	21.44
Fat	3.63	11.29
Fiber	2.06	6.41
Carbohydrate	13.63	42.39
Calcium	0.37	1.15
Phosphorus	0.25	0.78
Sodium	0.11	0.33
Potassium	0.19	0.59
Chloride	0.21	0.64
Magnesium	0.04	0.12

AVERAGE NUTRIENT COMPOSITION

	As Fed	Dry Matter
Protein, %	22.40	24.48
Fat, %	11.80	12.90
Carbohydrate, %*	44.30	48.42
Fiber, %	6.70	7.32
Total Dietary Fiber, %	18.70	20.44
Soluble Fiber, %	3.39	3.70
Insoluble Fiber, %	15.30	16.72
Calcium, %	1.20	1.31
Phosphorus, %	0.81	0.89
Sodium, %	0.35	0.38
Potassium, %	0.62	0.68
Chloride, %	0.67	0.73
Magnesium, %	0.13	0.14
Vitamin E, IU/kg	161	176
Omega-6:3 ration, %	19.7:1	19.7:1

*Calculated value

DIGESTION TEST RESULTS[†]

Digestibility:	
Total, %	72.3
Protein, %	77.8
Fat, %	91.1
Carbohydrate, %	78.4
Calorie, %	77.0
Percentage of Metabolizable Energy from:	
Protein, %	24.5
Fat, %	33.5
Carbohydrate, %	42.0

[†]Based on digestion testing conducted at the Purina PetCare Product Technology Centers.

INGREDIENTS

Whole grain corn, dried beet pulp**, poultry by-product meal, corn gluten meal, pearled barley, animal fat preserved with mixed-tocopherols (form of Vitamin E), pea fiber, animal digest, wheat bran, calcium phosphate, calcium carbonate, dried whey, salt, fish oil, potassium chloride, L-Lysine monohydrochloride, choline chloride, Vitamin E supplement, zinc sulfate, ferrous sulfate, niacin, manganese sulfate, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, copper sulfate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. J-4564

**15% - a source of fiber

PACKAGING

Bags of 6, 18 and 32 lbs.



CLINICAL CONSIDERATIONS:

The role of dietary management in dental disease is to provide a proper balance of total nutrients that can be fed every day for maintenance while meeting the special dietary needs of the patient. Nutritional management of dogs that are prone to the formation of tartar centers on feeding a kibble that significantly decreases the accumulation of tartar. This can be accomplished by designing a kibble that is both large enough to promote increased chewing time and that has a special texture to allow the tooth to penetrate deep into the kibble before it breaks. Greater tooth penetration extends contact time with the kibble for an excellent cleaning effect.

DIET CHARACTERISTICS:

Purina Veterinary Diets® DH Dental Health® Canine Formula and DH Dental Health® Small Bites canine formula have been formulated to provide the following characteristics:

- Optimal kibble size
- Patented kibble texture
- Added antioxidants A and E
- Natural source of glucosamine
- Moderate calories
- Exceptional palatability
- Perfect nutrition for everyday feeding of adult and senior dogs



MEDICAL INDICATIONS:

Diets with these nutritional modifications have been recommended for adult and senior dogs with the following conditions:

- Adult and senior dogs to help reduce the accumulation of tartar
- Adult and senior dogs for everyday maintenance

MEDICAL CONTRAINDICATIONS:

- None

FEEDING AND ADMINISTRATION:

Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets DH Dental Health Canine Formula and DH Dental Health Small Bites Canine Formula provide complete and balanced nutrition for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

ADULT MAINTENANCE ¹				
		DH DENTAL HEALTH SMALL BITES		DH DENTAL HEALTH
BODY WEIGHT	lbs.	kg.	APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY ³	APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY ³
	5	2.3	5/8	5/8
	10	4.5	1 1/8	1 1/8
	20	9.1	1 7/8	1 7/8
	30	13.6	2 5/8	2 5/8
	40	18.2		3 1/8
	50	22.7		3 5/8
	60	27.3		4 1/8
	80 ⁴	36.4		5 1/8
Metabolizable Energy (ME) ²			3624 kcal/kg	3640 kcal/kg
Metabolizable Energy (ME) ²			1647 kcal/lb	1655 kcal/lb
Metabolizable Energy (ME) ²			302 kcal/8-oz cup	290 kcal/8-oz cup

¹ Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound body weight than larger breed dogs. Provide fresh water in a clean container daily.

² Kilocalories of metabolizable energy (ME).

³ This daily amount should be divided into several small meals throughout the day.

⁴ For each additional 10 lbs. of body weight, feed an additional 175 kilocalories.



AVERAGE NUTRIENT CONTENT ON SERVING AND 100 CALORIE BASIS

	DH Dental Health		DH Dental Health Small Bites	
	Grams per 100 kcal ME	Grams per 8-oz. cup	Grams per 100 kcal ME	Grams per 8-oz. cup
Protein	6.76	21.30	7.32	21.97
Fat	3.89	12.26	4.46	13.47
Carbohydrate*	9.81	30.90	11.90	35.93
Fiber	0.72	2.26	0.78	2.34
Calcium*	0.30	0.96	0.36	1.09
Phosphorus*	0.29	0.91	0.32	0.96
Potassium	0.16	0.50	0.17	0.51
Sodium	0.13	0.42	0.16	0.47
Chloride	0.16	0.51	0.19	0.58
Magnesium	0.03	0.09	0.03	0.09

*Calculated value

AVERAGE NUTRIENT COMPOSITION

	DH Dental Health		DH Dental Health Small Bites	
	As Fed	Dry Matter	As Fed	Dry Matter
Protein, %	26.63	29.10	26.15	28.53
Fat, %	15.33	16.75	16.04	17.50
Carbohydrate, %**	38.63	42.21	42.77	46.66
Fiber, %	2.83	3.09	2.79	3.04
Calcium, %**	1.20	1.31	1.30	1.42
Phosphorus, %**	1.14	1.25	1.14	1.24
Potassium, %	0.62	0.68	0.61	0.67
Sodium, %	0.52	0.57	0.56	0.61
Chloride, %	0.64	0.70	0.69	0.75
Magnesium, %	0.11	0.12	0.11	0.12
Vitamin A, IU/kg	23,242	25,398	24,175	26,372
Vitamin E, IU/kg	1,072	1,171	1,072	1,169
Glucosamine, mg/kg	887	969	854	932

**Calculated value

DIGESTION TEST RESULTS[†]

Digestibility:	DH Dental Health	DH Dental Health Small Bites
Total, %	87.9	85.6
Protein, %	87.8	90.1
Fat, %	95.0	96.1
Carbohydrate, %	93.9	90.7
Calorie, %	90.7	89.3
Percentage of Metabolizable Energy from:		
Protein, %	26.2	25.7
Fat, %	34.7	40.7
Carbohydrate, %	39.2	33.6

[†]Based on digestion testing conducted at the Purina PetCare Product Technology Centers.

INGREDIENTS (DH)

Chicken, chicken meal (natural source of glucosamine), brewers rice, ground yellow corn, ground wheat, corn gluten meal, animal fat preserved with mixed-tocopherols (form of Vitamin E), dried beet pulp, dried yeast, powdered cellulose, animal liver flavor, glycerin, dried egg product, salt, potassium chloride, calcium phosphate, calcium carbonate, tetra sodium pyrophosphate, phosphoric acid, Vitamin E supplement, choline chloride, L-Lysine monohydrochloride, L-ascorbyl-2-polyphosphate (source of Vitamin C), zinc sulfate, ferrous sulfate, manganese sulfate, potassium sorbate (a preservative), niacin, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, copper sulfate, riboflavin supplement, Vitamin B-12 supplement, garlic oil, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. E-4580

INGREDIENTS (DH SMALL BITES)

Chicken, chicken meal (natural source of glucosamine), brewers rice, ground yellow corn, ground wheat, corn gluten meal, animal fat preserved with mixed-tocopherols (form of Vitamin E), animal liver flavor, dried beet pulp, powdered cellulose, dried yeast, glycerin, dried egg product, salt, potassium chloride, calcium carbonate, L-Lysine monohydrochloride, tetra sodium pyrophosphate, phosphoric acid, calcium phosphate, Vitamin E supplement, choline chloride, L-ascorbyl-2-polyphosphate (source of Vitamin C), zinc sulfate, ferrous sulfate, manganese sulfate, potassium sorbate (a preservative), niacin, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, copper sulfate, riboflavin supplement, Vitamin B-12 supplement, garlic oil, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. C-4579

PACKAGING

DH available in bags of 18 lbs.
DH Small Bites available in bags of 6 lbs.



CLINICAL CONSIDERATIONS:

The role of dietary management in canine atopy, dermatitis and other inflammatory skin conditions is to provide a proper balance of total nutrients while meeting the special dietary needs of the patient. Nutritional management of dermatitis involves providing nutrients that can support healthy skin and help to reduce the production of inflammatory mediators. Essential fatty acids, key vitamins and amino acids, and trace minerals such as zinc, are critical to healthy skin. Long chain omega-3 fatty acids have been shown to reduce the inflammation and clinical signs associated with atopy and allergic dermatitis, so may be beneficial in these and other inflammatory skin conditions. A diet with novel protein ingredients may also help in the management of dogs with food allergies.

DIET CHARACTERISTICS:

Purina Veterinary Diets® DRM Dermatologic Management® Canine Formula has been formulated to achieve the following characteristics:

- High omega-3 fatty acid content
- Appropriate levels of omega-6 fatty acids
- Increased antioxidant Vitamins A, E and beta-carotene
- Added zinc
- Limited number of novel protein ingredients

MEDICAL INDICATIONS:

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Atopy
- Food allergic dermatitis
- Other inflammatory skin conditions
- Pruritus
- Conditions benefitting from moderate sodium restriction

MEDICAL CONTRAINDICATIONS:

- Allergies to listed ingredients

FEEDING AND ADMINISTRATION:

Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets DRM Dermatologic Management Canine Formula provides complete and balanced nutrition for growth of puppies and maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

ADULT MAINTENANCE ¹			
BODY WEIGHT	lbs.	kg.	APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY ³
	5	2.3	1/2
	10	4.5	7/8
	20	9.1	1 1/2
	30	13.6	2
	40	18.2	2 1/2
	50	22.7	2 7/8
	60	27.3	3 3/8
	80 ⁴	36.4	4 1/8
Metabolizable Energy (ME) ²			3958 kcal/kg
Metabolizable Energy (ME) ²			1799 kcal/lb
Metabolizable Energy (ME) ²			394 kcal/8-oz cup

PUPPY GROWTH ¹	
AGE OF PUPPY	APPROXIMATE NUMBER OF KILOCALORIES ME RECOMMENDED PER DAY
6 weeks – 26 weeks	3[(30 x Body weight (kg))+ 70]
26 weeks – 52 weeks	2[(30 x Body weight (kg))+ 70]

¹ Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound body weight than larger breed dogs. Provide fresh water in a clean container daily.

² Kilocalories of metabolizable energy (ME).

³ This daily amount should be divided into several small meals throughout the day.

⁴ For each additional 10 lbs. of body weight, feed an additional 175 kilocalories.



AVERAGE NUTRIENT CONTENT ON SERVING AND 100 CALORIE BASIS

	Grams per 100 kcal ME	Grams per 8-oz. cup
Protein	7.09	28.36
Fat	4.24	16.96
Carbohydrate	11.36	45.40
Fiber	0.54	2.17
Calcium	0.45	1.81
Phosphorus	0.27	1.09
Potassium	0.18	0.73
Sodium	0.06	0.22
Chloride	0.16	0.64
Magnesium	0.04	0.16
Total Omega-6	0.28	1.15
Total Omega-3	0.28	1.15

AVERAGE NUTRIENT COMPOSITION

	As Fed	Dry Matter
Protein, %	28.08	30.20
Fat, %	16.79	18.06
Carbohydrate, %*	44.95	48.34
Fiber, %	2.15	2.31
Calcium, %	1.79	1.92
Phosphorus, %	1.08	1.16
Potassium, %	0.72	0.78
Sodium, %	0.22	0.24
Chloride, %	0.63	0.68
Magnesium, %	0.16	0.17
Vitamin A, IU/kg	40,367	43,415
Vitamin E, IU/kg	116	125
Total Omega-6, %	1.10	1.18
Total Omega-3, %	1.10	1.18
Omega-6:3 Ratio	1:1	1:1

*Calculated value

DIGESTION TEST RESULTS[†]

Digestibility:	
Total, %	82.5
Protein, %	84.7
Fat, %	94.5
Carbohydrate, %	91.3
Calorie, %	88.1
Percentage of Metabolizable Energy from:	
Protein, %	24.7
Fat, %	35.8
Carbohydrate, %	39.5

[†]Based on digestion testing conducted at the Purina PetCare Product Technology Centers.

INGREDIENTS

Brewers rice, salmon meal, trout, canola meal, animal fat preserved with mixed-tocopherols (form of Vitamin E), brewers dried yeast, canola oil preserved with TBHQ, potassium chloride, fish oil, corn oil preserved with TBHQ, salt, choline chloride, zinc sulfate, taurine, ferrous sulfate, Vitamin E supplement, manganese sulfate, ascorbic acid, niacin, calcium carbonate, beta-carotene, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, copper sulfate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. I-4570

PACKAGING

Bags of 6, 18 and 32 lbs.



CLINICAL CONSIDERATIONS:

The role of dietary management in canine gastrointestinal conditions is to provide a proper balance of total nutrients while meeting the special dietary needs of the patient. Dietary fats from long chain triglycerides (LCT) can be one of the most complex nutrients to digest, and fermentation of undigested fats can contribute to diarrhea. Medium chain triglycerides (MCT) provide a readily digested and utilized energy source. Feeding a properly formulated diet designed to be highly digestible yet restricted in long chain triglycerides may be beneficial in the management of certain gastrointestinal conditions while meeting the nutritional needs of the animal.

DIET CHARACTERISTICS:

Purina Veterinary Diets® EN Gastroenteric® Canine Formulas have been formulated to achieve the following characteristics:

- High digestibility
- Source of MCTs (22-34% of fat)
- Moderate fat
- Source of omega-3 and omega-6 fatty acids
- Low fiber
- Increased antioxidant Vitamins E and C (dry only)
- Added zinc
- Enhanced with colostrum (dry formula)
- Contains the prebiotic aleurone (dry formula)

MEDICAL INDICATIONS:

Diets with these nutritional modifications have been recommended for dogs with some forms of the following conditions:

- Enteritis, gastritis, and diarrhea
- Pancreatitis
- Exocrine Pancreatic Insufficiency
- Hyperlipidemia
- Inflammatory Bowel Disease
- Malabsorption and maldigestion
- Lymphangiectasia
- Hepatic disease not associated with encephalopathy

MEDICAL CONTRAINDICATIONS:

- None

FEEDING AND ADMINISTRATION:

Purina Veterinary Diets EN Gastroenteric Canine Formula is formulated to meet the nutritional levels established by the Association of American Feed Control Officials (AAFCO) Dog Food Nutrient Profiles for growth of puppies and maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

ADULT MAINTENANCE ¹				
		DRY		CANNED
BODY WEIGHT	lbs.	kg.	APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY ³	APPROXIMATE NUMBER OF 13.4-OZ. CANS/DAY ³
	5	2.3	1/2	1/2
	10	4.5	7/8	3/4
	20	9.1	1 1/2	1 1/4
	30	13.6	2	1 3/4
	40	18.2	2 3/8	2 1/8
	50	22.7	2 7/8	2 1/2
	60	27.3	3 1/4	2 7/8
	80 ⁴	36.4	4 1/8	3 5/8
Metabolizable Energy (ME) ²			3826 kcal/kg	1192 kcal/kg
Metabolizable Energy (ME) ²			1735 kcal/lb	541 kcal/lb
Metabolizable Energy (ME) ²			399 kcal/8-oz cup	453 kcal/13.4-oz can

PUPPY GROWTH ¹	
AGE OF PUPPY	APPROXIMATE NUMBER OF KILOCALORIES ME RECOMMENDED PER DAY
6 weeks – 26 weeks	3[(30 x Body weight (kg))+ 70]
26 weeks – 52 weeks	2[(30 x Body weight (kg))+ 70]

¹ Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound body weight than larger breed dogs. Provide fresh water in a clean container daily.

² Kilocalories of Metabolizable Energy (ME).

³ This daily amount should be divided into several small meals throughout the day.

⁴ For each additional 10 lbs. of body weight, feed an additional 175 kilocalories.

AVERAGE NUTRIENT CONTENT ON SERVING AND 100 CALORIE BASIS

	DRY		CANNED	
	Grams per 100 kcal ME	Grams per 8-oz. cup	Grams per 100 kcal ME	Grams per 13.4-oz. can
Protein	6.31	25.17	8.04	36.34
Fat	2.96	11.80	3.55	16.03
Carbohydrate	12.46	49.72	10.40	47.01
Fiber	0.24	0.94	0.20	0.91
Calcium	0.30	1.20	0.18	0.84
Phosphorus	0.21	0.84	0.19	0.87
Potassium	0.16	0.65	0.22	0.99
Sodium	0.12	0.48	0.20	0.91
Chloride	0.23	0.92	0.25	1.11
Magnesium	0.02	0.09	0.02	0.08

AVERAGE NUTRIENT COMPOSITION

	DRY		CANNED	
	As Fed	Dry Matter	As Fed	Dry Matter
Protein, %	24.10	26.34	9.57	33.94
Fat, %	11.30	12.35	4.22	14.96
Carbohydrate, %*	47.60	52.02	12.38	43.9
Fiber, %	0.90	0.98	0.24	0.85
Calcium, %	1.15	1.26	0.22	0.78
Phosphorus, %	0.80	0.87	0.23	0.82
Potassium, %	0.46	0.50	0.26	0.92
Sodium, %	0.62	0.68	0.24	0.85
Chloride, %	0.88	0.96	0.29	1.04
Magnesium, %	0.09	0.10	0.02	0.07
Vitamin E, IU/kg	450	500	104	369
Total Omega-6, %	1.90	2.08	0.82	2.91
Total Omega-3, %	0.12	0.13	0.05	0.18
Omega-6:3 ratio	15.8:1	15.8:1	16.4:1	16.4:1

*Calculated value

DIGESTION TEST RESULTS[†]

Digestibility:	DRY	CANNED
Total, %	87.2	86.2
Protein, %	87.1	78.9
Fat, %	93.1	94.9
Carbohydrate, %	93.8	91.9
Calorie, %	89.6	87.5
Percentage of Metabolizable Energy from:		
Protein, %	25.5	25.9
Fat, %	29.5	32.2
Carbohydrate, %	45.0	41.9

[†]Based on digestion testing conducted at the Purina PetCare Product Technology Centers.

INGREDIENTS (DRY)

Brewers rice, corn gluten meal, whole grain corn, chicken meal, animal fat preserved with mixed-tocopherols (form of Vitamin E), coconut oil, calcium phosphate, calcium carbonate, wheat bran, animal digest, potassium chloride, L-Lysine monohydrochloride, sodium bicarbonate, salt, fish oil, zinc proteinate, Vitamin E supplement, dried colostrum, choline chloride, L-ascorbyl-2-polyphosphate (source of Vitamin C), manganese proteinate, ferrous sulfate, niacin, copper proteinate, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, garlic oil, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. U-4552

INGREDIENTS (CANNED)

Water sufficient for processing, chicken, rice, liver, meat by-products, coconut oil, guar gum, calcium sulfate, potassium chloride, calcium phosphate, added color, Vitamin E supplement, L-Lysine monohydrochloride, calcium carbonate, zinc sulfate, ferrous sulfate, niacin, copper sulfate, manganese sulfate, thiamine mononitrate, calcium pantothenate, pyridoxine hydrochloride, Vitamin B-12 supplement, riboflavin supplement, Vitamin A supplement, potassium iodide, folic acid, Vitamin D-3 supplement, biotin, sodium selenite. L-4553

PACKAGING

Cases of 12, 13.4-oz. cans
Bags of 6, 18 and 32 lbs.



CLINICAL CONSIDERATIONS:

The role of dietary management in canine food allergy is to provide a proper balance of total nutrients while meeting the special dietary needs of the patient. Most common food allergens are proteins with a molecular weight of 18,000 to 70,000 daltons. Protein modification is a process which alters the physical characteristics of protein molecules, reducing the antigenicity and rendering them less able to elicit an immune response. By reducing the molecular weight of the protein molecule below 18,000 daltons, this process can result in a protein that is truly hypoallergenic.

DIET CHARACTERISTICS:

Purina Veterinary Diets® HA Hypoallergenic® Canine Formula and has been formulated to achieve the following characteristics:

- Hydrolyzed protein source with an average molecular weight below 12,200 daltons
- Single protein source
- Source of Medium Chain Triglycerides (MCTs)-23% of fat
- High digestibility
- Vegetable protein only
- Low allergen carbohydrate source

MEDICAL INDICATIONS:

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Elimination diet for food trials
- Dermatitis associated with food allergy
- Pancreatitis
- Gastroenteritis associated with food allergy
- Exocrine Pancreatic Insufficiency
- Protein losing enteropathy
- Inflammatory Bowel Disease
- Lymphangiectasia
- Malabsorption
- Hyperlipidemia
- History of urate urolithiasis

MEDICAL CONTRAINDICATIONS:

- None

FEEDING AND ADMINISTRATION:

Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets HA Hypoallergenic Canine Formula provides complete and balanced nutrition for growth of puppies and maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

ADULT MAINTENANCE ¹			
BODY WEIGHT	lbs.	kg.	APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY ³
	5	2.3	5/8
	10	4.5	1 1/8
	20	9.1	1 7/8
	30	13.6	2 5/8
	40	18.2	3 1/4
	50	22.7	3 3/4
	60	27.3	4 3/8
	80 ⁴	36.4	5 3/8
Metabolizable Energy (ME) ²			3723 kcal/kg
Metabolizable Energy (ME) ²			1688 kcal/lb
Metabolizable Energy (ME) ²			311 kcal/8-oz cup

PUPPY GROWTH ¹	
AGE OF PUPPY	APPROXIMATE NUMBER OF KILOCALORIES ME RECOMMENDED PER DAY
6 weeks – 26 weeks	3[(30 x Body weight (kg))+ 70]
26 weeks – 52 weeks	2[(30 x Body weight (kg))+ 70]

¹ Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound body weight than larger breed dogs. Provide fresh water in a clean container daily.

² Kilocalories of metabolizable energy (ME).

³ This daily amount should be divided into several small meals throughout the day.

⁴ For each additional 10 lbs. of body weight, feed an additional 175 kilocalories.



AVERAGE NUTRIENT CONTENT ON SERVING AND 100 CALORIE BASIS

	Grams per 100 kcal ME	Grams per 8-oz. cup
Protein	5.17	16.03
Fat	2.56	7.93
Carbohydrate	14.42	44.70
Fiber	0.38	1.19
Calcium	0.34	1.06
Phosphorus	0.21	0.65
Potassium	0.17	0.52
Sodium	0.06	0.18
Chloride	0.17	0.52
Magnesium	0.03	0.08
Taurine	0.03	0.09

AVERAGE NUTRIENT COMPOSITION

	As Fed	Dry Matter
Protein, %	19.30	21.33
Fat, %	9.54	10.54
Carbohydrate, %*	53.80	59.45
Fiber, %	1.43	1.58
Calcium, %	1.28	1.41
Phosphorus, %	0.79	0.87
Potassium, %	0.62	0.69
Sodium, %	0.22	0.24
Chloride, %	0.62	0.69
Magnesium, %	0.10	0.11
Taurine, %	0.11	0.12

*Calculated value

DIGESTION TEST RESULTS[†]

Digestibility:	
Total, %	89.1
Protein, %	90.7
Fat, %	93.1
Carbohydrate, %	95.7
Calorie, %	92.5
Percentage of Metabolizable Energy from:	
Protein, %	20.1
Fat, %	24.0
Carbohydrate, %	55.9

[†]Based on digestion testing conducted at the Purina PetCare Product Technology Centers.

INGREDIENTS

Starch, hydrolyzed soy protein isolate, vegetable oil, calcium phosphate, partially hydrogenated canola oil preserved with TBHQ, powdered cellulose, corn oil, potassium chloride, guar gum, choline chloride, DL-Methionine, salt, magnesium oxide, lecithin, taurine, zinc sulfate, ferrous sulfate, Vitamin E supplement, manganese sulfate, niacin, calcium carbonate, Vitamin A supplement, copper sulfate, calcium pantothenate, thiamine mononitrate, riboflavin supplement, garlic oil, Vitamin B-12 supplement, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. J-4571

PACKAGING

Bags of 6, 16.5 and 32 lbs.



CLINICAL CONSIDERATIONS:

The role of dietary management in canine arthritis is to provide a proper balance of total nutrients while meeting the special dietary needs of the patient. Nutritional management of dogs with arthritis centers on reducing excess body weight and providing nutrients with anti-inflammatory characteristics. Long-chain polyunsaturated omega-3 fatty acids, especially eicosapentaenoic acid (EPA), nutritionally compete with arachidonic acid as a substrate for cyclooxygenase (COX) enzymes, reducing the amount of pro-inflammatory mediators produced. Dietary antioxidants can help address the oxidative stress that often accompanies inflammation. Providing a diet containing a natural source of glucosamine may also be beneficial for dogs with arthritis.

DIET CHARACTERISTICS:

Purina Veterinary Diets® JM Joint Mobility® Canine Formulas have been formulated to achieve the following characteristics:

- High EPA and omega-3 fatty acid content
- Appropriate levels of omega-6 fatty acids
- Moderate fat content
- High levels of antioxidants Vitamin E and Vitamin C (dry only)
- High protein:calorie ratio
- Natural source of glucosamine
- Excellent palatability

MEDICAL INDICATIONS:

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Adult and senior dogs with osteoarthritis
- Healthy puppies and adult dogs predisposed to joint disorders
- Rheumatoid arthritis
- Other inflammatory joint conditions
- Conditions benefitting from moderate sodium restriction

MEDICAL CONTRAINDICATIONS:

- None

FEEDING AND ADMINISTRATION:

Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets JM Joint Mobility Canine Formulas provide complete and balanced nutrition for growth of puppies and maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

ADULT MAINTENANCE¹

BODY WEIGHT	lbs.	kg.	FOR MAINTENANCE			FOR WEIGHT LOSS		
			KCAL ² /DAY	DRY APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY ³	CANNED APPROXIMATE NUMBER OF 13.3-OZ. CANS	KCAL ² /DAY	DRY APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY ³	CANNED APPROXIMATE NUMBER OF 13.3-OZ. CANS/DAY ³
	5	2.3	204	1/2	1/2	178	3/8	3/8
	10	4.5	342	7/8	3/4	290	3/4	5/8
	20	9.1	576	1 3/8	1 3/8	472	1 1/8	1 1/8
	30	13.6	781	1 7/8	1 7/8	625	1 1/2	1 1/2
	40	18.2	969	2 3/8	2 1/4	761	1 7/8	1 3/4
	50	22.7	1145	2 3/4	2 5/8	886	2 1/8	2 1/8
	60	27.3	1313	3 1/4	3 1/8	1002	2 1/2	2 3/8
	80	36.4	1629	4	3 7/8	1215	3	2 7/8
	100 ⁴	45.5	1926	4 3/4	4 1/2	1408	3 1/2	3 1/4
Metabolizable Energy (ME) ²			3842 kcal/kg			1130 kcal/kg (can)		
Metabolizable Energy (ME) ²			1746 kcal/lb			513 kcal/lb (can)		
Metabolizable Energy (ME) ²			408 kcal/8-oz cup			426 kcal/13.3-oz can		

PUPPY GROWTH¹

AGE OF PUPPY	APPROXIMATE NUMBER OF KILOCALORIES ME RECOMMENDED PER DAY
6 weeks – 26 weeks	3[(30 x Body weight (kg)) + 70]
26 weeks – 52 weeks	2[(30 x Body weight (kg)) + 70]

¹ Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound body weight than larger breed dogs. Provide fresh water in a clean container daily.

² Kilocalories of metabolizable energy (ME).

³ This daily amount should be divided into several small meals throughout the day.

⁴ For each additional 10 lbs. of body weight, feed an additional 175 kilocalories.



AVERAGE NUTRIENT CONTENT ON SERVING AND 100 CALORIE BASIS

	DRY		CANNED	
	Grams per 100 kcal ME	Grams per 8-oz. cup	Grams per 100 kcal ME	Grams per 13.3-oz. can
Protein	7.93	28.43	9.62	34.75
Fat	3.28	11.77	4.92	17.79
Carbohydrate	9.96	35.75	7.00	25.29
Fiber	0.35	1.27	1.22	4.41
Calcium	0.34	1.22	0.40	1.43
Phosphorus	0.25	0.89	0.30	1.09
Potassium	0.17	0.62	0.33	1.21
Sodium	0.09	0.33	0.08	0.30
Chloride	0.16	0.58	0.26	0.94
Total Omega-6	0.44	1.56	0.92	3.32
Total Omega-3	0.25	0.89	0.34	1.24
	Milligram per 100 kcal ME	Milligram per 8-oz. cup	Milligram per 100 kcal ME	Milligram per 13.3-oz. can
Vitamin E	25.39	89.12	19.30	69.73
Vitamin C	3.16	11.08	NA	NA
Glucosamine	33.98	119.28	20.65	74.63

AVERAGE NUTRIENT COMPOSITION

	DRY		CANNED	
	As Fed	Dry Matter	As Fed	Dry Matter
Protein, %	31.10	34.25	9.22	38.82
Fat, %	12.88	14.18	4.72	19.87
Carbohydrate, %*	39.11	43.05	6.71	28.25
Fiber, %	1.39	1.52	1.17	4.93
Calcium, %	1.34	1.48	0.38	1.60
Phosphorus, %	0.98	1.07	0.29	1.22
Potassium, %	0.68	0.75	0.32	1.35
Sodium, %	0.36	0.39	0.08	0.34
Chloride, %	0.64	0.70	0.25	1.05
Vitamin E, IU/kg	975	1073	185	779
Vitamin C, mg/kg	121	133	NA	NA
Omega-6:3 ratio	1.7:1	1.7:1	2.7:1	2.7:1
Omega-6, %	1.71	1.88	0.88	3.71
Omega-3, %	0.97	1.07	0.33	1.39
Glucosamine, mg/kg	1305	1435	198	834

*Calculated value

DIGESTION TEST RESULTS[†]

Digestibility:	DRY	CANNED
Total, %	86.3	84.5
Protein, %	90.0	91.6
Fat, %	93.9	95.9
Carbohydrate, %	92.6	78.2
Calorie, %	90.1	88.5
Percentage of Metabolizable Energy from:		
Protein, %	30.6	33.7
Fat, %	30.8	41.9
Carbohydrate, %	38.5	24.5

[†]Based on digestion testing conducted at the Purina PetCare Product Technology Centers.

INGREDIENTS (DRY)

Brewers rice, trout, salmon meal, corn gluten meal, poultry by-product meal (natural source of glucosamine), dried egg product, oat fiber, animal digest, animal fat preserved with mixed-tocopherols (form of Vitamin E), fish oil, chicken, potassium chloride, Vitamin E supplement, salt, choline chloride, taurine, zinc sulfate, L-ascorbyl-2-polyphosphate (source of Vitamin C), ferrous sulfate, manganese sulfate, niacin, calcium carbonate, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, copper sulfate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. E-4576

INGREDIENTS (CANNED)

Water sufficient for processing, meat by-products, salmon, liver, corn gluten meal, rice, turkey, oat fiber, fish oil, calcium phosphate, guar gum, carrageenan, potassium chloride, locust bean gum, salt, Vitamin E supplement, zinc sulfate, ferrous sulfate, copper sulfate, thiamine mononitrate, manganese sulfate, Vitamin A supplement, niacin, calcium pantothenate, Vitamin B-12 supplement, riboflavin supplement, pyridoxine hydrochloride, potassium iodide, Vitamin D-3 supplement, folic acid, sodium selenite, biotin. A-4586

PACKAGING

Cases of 12, 13.3-oz. cans
Bags of 6, 18 and 32 lbs.



CLINICAL CONSIDERATIONS:

The role of dietary management in canine kidney conditions is to provide a proper balance of total nutrients while meeting the special dietary needs of the patient. Low phosphorus intake helps to protect against hyperphosphatemia and the associated renal damage. Restricted but high quality protein in the diet minimizes the intake of nonessential amino acids. This helps decrease the production of nitrogenous waste products. Reduced levels of sodium help compensate for the diseased kidney's inability to regulate this important mineral. Increased omega-3 fatty acids may help reduce glomerular hypertension.

DIET CHARACTERISTICS:

Purina Veterinary Diets® NF Kidney Function® Canine Formulas have been formulated to achieve the following characteristics:

- Low phosphorus
- Reduced protein
- Added potassium
- Reduced sodium
- Target urine pH-alkaline (6.7-7.5)
- Source of omega-3 and omega-6 fatty acids

MEDICAL INDICATIONS:

Diets with these nutritional modifications have been recommended for dogs with some forms of the following conditions:

- Renal failure
- Hepatic disease associated with encephalopathy
- Conditions benefitting from moderate sodium restriction

NF Kidney Function also features many of the characteristics that have been recommended for dogs with a history of the following condition:

- Calcium Oxalate Urolithiasis
- See page 42-43 of the full product guide for stone management information

MEDICAL CONTRAINDICATIONS:

Conditions that require high protein or phosphorus intake.

FEEDING AND ADMINISTRATION:

Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets NF Kidney Function Canine Formulas provides complete and balanced nutrition for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

ADULT MAINTENANCE ¹				
			DRY	CANNED
BODY WEIGHT	lbs.	kg.	APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY ³	APPROXIMATE NUMBER OF 13.3-OZ. CANS/DAY ³
	5	2.3	1/2	3/8
	10	4.5	3/4	3/4
	20	9.1	1 1/4	1 1/8
	30	13.6	1 3/4	1 5/8
	40	18.2	2 1/8	2
	50	22.7	2 1/2	2 3/8
	60	27.3	2 7/8	2 5/8
	80 ⁴	36.4	3 1/2	3 1/4
Metabolizable Energy (ME) ²			3978 kcal/kg	1310 kcal/kg
Metabolizable Energy (ME) ²			1804 kcal/lb	594 kcal/lb
Metabolizable Energy (ME) ²			459 kcal/8-oz cup	494 kcal/13.3-oz can

¹ Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound body weight than larger breed dogs. Provide fresh water in a clean container daily.

² Kilocalories of metabolizable energy (ME).

³ This daily amount should be divided into several small meals throughout the day.

⁴ For each additional 10 lbs. of body weight, feed an additional 175 kilocalories.

AVERAGE NUTRIENT CONTENT ON SERVING AND 100 CALORIE BASIS

	DRY		CANNED	
	Grams per 100 kcal ME	Grams per 8-oz. cup	Grams per 100 kcal ME	Grams per 13.3-oz. can
Protein	3.61	15.05	4.16	22.09
Fat	3.56	14.84	5.44	28.91
Carbohydrate	14.28	59.51	9.53	50.66
Fiber	0.21	0.86	0.18	0.98
Calcium	0.17	0.72	0.13	0.72
Phosphorus	0.07	0.27	0.06	0.30
Potassium	0.19	0.81	0.21	1.09
Sodium	0.05	0.21	0.04	0.21
Chloride	0.13	0.54	0.12	0.64
Magnesium	0.02	0.06	0.02	0.10

AVERAGE NUTRIENT COMPOSITION

	DRY		CANNED	
	As Fed	Dry Matter	As Fed	Dry Matter
Protein, %	14.40	15.89	5.86	20.35
Fat, %	14.20	15.67	7.67	26.63
Carbohydrate, %*	56.94	62.84	13.44	46.67
Fiber, %	0.82	0.90	0.26	0.9
Calcium, %	0.69	0.76	0.19	0.66
Phosphorus, %	0.26	0.29	0.08	0.28
Potassium, %	0.78	0.86	0.29	1.01
Sodium, %	0.20	0.22	0.06	0.2
Chloride, %	0.52	0.57	0.17	0.59
Magnesium, %	0.06	0.07	0.03	0.09
Total Omega-6, %	2.51	2.77	1.25	4.34
Total Omega-3, %	0.27	0.30	0.16	0.56
Omega-6:3 ratio	9.4:1	9.4:1	7.8:1	7.8:1

*Calculated value

DIGESTION TEST RESULTS[†]

Digestibility:	DRY	CANNED
Total, %	89.2	88.2
Protein, %	83.8	76.5
Fat, %	93.4	96.0
Carbohydrate, %	93.8	91.9
Calorie, %	91.0	89.7
Percentage of Metabolizable Energy from:		
Protein, %	13.6	14.6
Fat, %	32.6	47.0
Carbohydrate, %	53.8	38.4

[†]Based on digestion testing conducted at the Purina PetCare Product Technology Centers.

INGREDIENTS (DRY)

Whole grain corn, brewers rice, dried egg product, animal fat preserved with mixed-tocopherols (form of Vitamin E), sugar, dried whey, sodium caseinate, animal digest, calcium carbonate, vegetable oil, potassium chloride, L-Lysine monohydrochloride, fish oil, salt, choline chloride, potassium citrate, zinc sulfate, ferrous sulfate, Vitamin E supplement, niacin, manganese sulfate, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, copper sulfate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, garlic oil, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. M-4558

INGREDIENTS (CANNED)

Water sufficient for processing, meat by-products, rice, corn grits, beef, liver, chicken by-products, animal fat (preserved with TBHQ and citric acid), calcium sulfate, guar gum, fish oil, potassium citrate, locust bean gum, carrageenan, potassium chloride, magnesium sulfate, added color, choline chloride, natural flavor, Vitamin E supplement, calcium carbonate, zinc sulfate, calcium phosphate, ferrous sulfate, niacin, thiamine mononitrate, copper sulfate, calcium pantothenate, manganese sulfate, pyridoxine hydrochloride, Vitamin B-12 supplement, riboflavin supplement, Vitamin A supplement, folic acid, Vitamin D-3 supplement, biotin, potassium iodide, sodium selenite. L-4557

PACKAGING

Cases of 12, 13.3-oz. cans
Bags of 6, 18 and 34 lbs.



CLINICAL CONSIDERATIONS:

The role of dietary management in canine obesity is to reduce calorie intake sufficiently to induce weight loss, while providing a proper balance of total nutrients. A low fat diet can be helpful in controlling calorie intake. Dietary crude fiber helps reduce the amount of available calories and contributes to satiety. Increased dietary protein increases metabolic activity and may promote satiety. In addition, an increased protein:calorie ratio promotes loss of body fat while helping to minimize the loss of lean body mass during weight loss. Obese animals experience an increase in oxidative stress. Isoflavones have been shown to reduce oxidative stress in overweight dogs. Isoflavones also aid in weight maintenance by helping to reduce weight rebound and the associated accumulation of fat. Feeding a diet that is low in calories, high in protein and fiber, and contains isoflavones, may be beneficial in the management of obesity while meeting the nutritional needs of the animal.

DIET CHARACTERISTICS:

Purina Veterinary Diets® OM Overweight Management® Canine Formulas have been formulated to achieve the following characteristics:

- Low fat
- Low calorie
- High fiber
- High protein:calorie ratio
- Contains a source of isoflavones (dry)

MEDICAL INDICATIONS:

Diets with these nutritional modifications have been recommended for dogs with some forms of the following conditions:

- Obesity
- Hyperlipidemia in overweight dogs
- Neutered/spayed dogs
- Diabetes mellitus in overweight dogs
- Constipation
- Fiber responsive colitis

MEDICAL CONTRAINDICATIONS:

- Conditions associated with catabolic states

FEEDING AND ADMINISTRATION:

Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets OM Overweight Management Canine Formulas provide complete and balanced nutrition for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for obesity management. The suggested daily food intake for weight loss is based on the dog's current weight, average caloric requirements and a desired weight loss of 2% of body weight per week. Daily food intake should be adjusted every 4 weeks:

ADULT MAINTENANCE ¹							
		FOR WEIGHT LOSS			FOR MAINTENANCE		
lbs.	kg.	KCAL ² /DAY	DRY APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY ³	CANNED APPROXIMATE NUMBER OF 13.3-OZ. CANS/DAY ³	KCAL ² /DAY	DRY APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY ³	CANNED APPROXIMATE NUMBER OF 13.3-OZ. CANS/DAY ³
5	2.3	152	5/8	5/8	204	3/4	7/8
10	4.5	240	7/8	1 1/8	342	1 1/4	1 1/2
20	9.1	370	1 3/8	1 5/8	576	2 1/8	2 5/8
30	13.6	472	1 3/4	2 1/8	781	2 7/8	3 1/2
40	18.2	557	2 1/8	2 1/2	969	3 5/8	4 1/4
50	22.7	631	2 3/8	2 3/4	1145	4 1/4	5 1/8
60	27.3	696	2 5/8	3 1/8	1313	4 7/8	5 7/8
80	36.4	806	3	3 5/8	1629	6 1/8	7 1/4
100 ⁴	45.5	897	3 3/8	4	1926	7 1/4	8 5/8
ME ²		2624 kcal/kg (dry)			595 kcal/kg (can)		
ME ²		1190 kcal/lb (dry)			270 kcal/lb (can)		
ME ²		266 kcal/8-oz cup (dry)			224 kcal/13.3-oz can		

¹ Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound body weight than larger breed dogs. Provide fresh water in a clean container daily.

² Kilocalories of metabolizable energy (ME).

³ This daily amount should be divided into several small meals throughout the day.

⁴ For each additional 10 lbs. of body weight, feed an additional 150 kilocalories.

AVERAGE NUTRIENT CONTENT ON SERVING AND 100 CALORIE BASIS

	DRY		CANNED	
	Grams per 100 kcal ME	Grams per 8-oz. cup	Grams per 100 kcal ME	Grams per 13.3-oz. can
Protein	10.40	27.66	14.97	33.59
Fat	2.42	6.44	3.88	8.71
Carbohydrate	14.80	39.37	6.71	15.04
Fiber	3.44	9.15	6.57	14.74
Calcium	0.49	1.30	0.33	0.74
Phosphorus	0.30	0.80	0.34	0.76
Potassium	0.28	0.74	0.37	0.83
Sodium	0.10	0.27	0.28	0.62
Chloride	0.33	0.88	0.42	0.94
Magnesium	0.04	0.11	0.15	0.34

AVERAGE NUTRIENT COMPOSITION

	DRY		CANNED	
	As Fed	Dry Matter	As Fed	Dry Matter
Protein, %	28.40	31.08	8.91	43.25
Fat, %	6.62	7.24	2.31	11.21
Carbohydrate, %*	40.41	44.22	3.99	19.37
Fiber, %	9.38	10.26	3.91	18.98
Calcium, %	1.35	1.48	0.20	0.95
Phosphorus, %	0.81	0.89	0.20	0.98
Potassium, %	0.76	0.83	0.22	1.06
Sodium, %	0.28	0.31	0.17	0.80
Chloride, %	0.89	0.97	0.25	1.21
Magnesium, %	0.12	0.13	0.09	0.44

*Calculated value

DIGESTION TEST RESULTS[†]

Digestibility:	DRY	CANNED
Total, %	63.5	65.0
Protein, %	81.9	83.5
Fat, %	78.9	92.0
Carbohydrate, %	72.3	62.9
Calorie, %	68.9	64.5
Percentage of Metabolizable Energy from:		
Protein, %	33.5	52.4
Fat, %	18.9	33.0
Carbohydrate, %	47.6	23.5

[†]Based on digestion testing conducted at the Purina PetCare Product Technology Centers.

INGREDIENTS (DRY)

Whole grain corn, corn gluten meal, soybean hulls**, soybean germ meal, soybean meal, pea fiber, wheat gluten, poultry by-product meal, animal digest, powdered cellulose, tricalcium phosphate, animal fat preserved with mixed-tocopherols (form of Vitamin E), salt, choline chloride, zinc sulfate, ferrous sulfate, Vitamin E supplement, manganese sulfate, niacin, Vitamin A supplement, calcium carbonate, copper sulfate, brewers dried yeast, calcium pantothenate, garlic oil, pyridoxine hydrochloride, Vitamin B-12 supplement, thiamine mononitrate, Vitamin D-3 supplement, riboflavin supplement, calcium iodate, menadione sodium bisulfite complex (source of Vitamin K activity), folic acid, biotin, sodium selenite. Q-4560
**15% - a source of fiber

INGREDIENTS (CANNED)

Water sufficient for processing, chicken, liver, corn gluten meal, powdered cellulose, meat by-products, carrageenan, calcium phosphate, guar gum, added color, potassium chloride, locust bean gum, magnesium sulfate, Vitamin E supplement, zinc sulfate, calcium carbonate, ferrous sulfate, thiamine mononitrate, niacin, copper sulfate, manganese sulfate, calcium pantothenate, pyridoxine hydrochloride, Vitamin B-12 supplement, riboflavin supplement, Vitamin A supplement, potassium iodide, folic acid, Vitamin D-3 supplement, biotin, sodium selenite. I-4559

PACKAGING

Cases of 12, 13.3-oz. cans
Bags of 6, 18 and 32 lbs.



**OM****SELECT BLEND OVERWEIGHT MANAGEMENT™**
CANINE FORMULA**CLINICAL CONSIDERATIONS:**

The role of dietary management in canine obesity is to reduce calorie intake sufficiently to induce weight loss, while providing a proper balance of total nutrients. A low fat diet can be helpful in controlling calorie intake. Dietary crude fiber helps reduce the amount of available calories and contributes to satiety. Increased dietary protein increases metabolic activity and may promote satiety. In addition, an increased protein:calorie ratio promotes loss of body fat while helping to minimize the loss of lean body mass during weight loss. Obese animals experience an increase in oxidative stress. Isoflavones have been shown to reduce oxidative stress in overweight dogs. Isoflavones also aid in weight maintenance by helping to reduce weight rebound and the associated accumulation of fat. Feeding a diet that is low in calories, high in protein and fiber, and contains isoflavones, may be beneficial in the management of obesity while meeting the nutritional needs of the animal.

DIET CHARACTERISTICS:

Purina Veterinary Diets® OM Select Blend Overweight Management™ Canine Formula has been formulated to achieve the following characteristics:

- Low fat
- Low calorie
- High fiber
- High protein:calorie ratio
- Contains a source of isoflavones (dry)

MEDICAL INDICATIONS:

Diets with these nutritional modifications have been recommended for dogs with some forms of the following conditions:

- Obesity
- Hyperlipidemia in overweight dogs
- Neutered/spayed dogs
- Diabetes mellitus in overweight dogs
- Constipation
- Fiber responsive colitis

MEDICAL CONTRAINDICATIONS:

- Conditions associated with catabolic states

FEEDING AND ADMINISTRATION:

Animal feeding tests using the Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Veterinary Diets OM Select Blend Overweight Management Canine Formula provides complete and balanced nutrition for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for obesity management. The suggested daily food intake for weight loss is based on the dog's current weight, average caloric requirements and a desired weight loss of 2% of body weight per week. Daily food intake should be adjusted every 4 weeks:

ADULT MAINTENANCE¹

BODY WEIGHT	FOR WEIGHT LOSS			FOR MAINTENANCE	
	lbs.	kg.	KCAL/DAY ³	APPROXIMATE NUMBER OF 8-OZ. CUPS/DAY	APPROXIMATE NUMBER
	5	2.3	152	5/8	7/8
	10	4.5	240	1	1 1/2
	20	9.1	370	1 5/8	2 1/2
	30	13.6	472	2	3 3/8
	40	18.2	557	2 3/8	4 1/8
	50	22.7	631	2 5/8	4 7/8
	60	27.3	696	3	5 5/8
	80	36.4	806	3 3/8	6 7/8
	100 ⁴	45.5	897	3 3/4	8 1/8
Metabolizable Energy (ME) ²			2710 kcal/kg		
Metabolizable Energy (ME) ²			1231 kcal/lb		
Metabolizable Energy (ME) ²			235 kcal/8-oz. cup		

¹ Adjustment must be made for environmental conditions, activity level, body condition.

² Kilocalories of metabolizable energy (ME).

³ This daily amount should be divided into several small meals throughout the day.

⁴ For each additional 10 lbs. of body weight, feed an additional 150 kilocalories.



AVERAGE NUTRIENT CONTENT ON SERVING AND 100 CALORIE BASIS

	Grams per 100 kcal ME	Grams per 8-oz. cup
Protein	11.49	27.00
Fat	2.43	5.70
Carbohydrate	17.45	41.00
Fiber	4.43	10.40
Calcium	0.43	1.00
Phosphorus	0.36	0.84
Potassium	0.47	1.10
Sodium	0.11	0.27
Chloride	0.17	0.39
Magnesium	0.09	0.20

AVERAGE NUTRIENT COMPOSITION

	As Fed	Dry Matter
Protein, %	27.00	29.51
Fat, %	5.70	6.23
Carbohydrate, %	41.00	44.80
Fiber, %	10.40	11.37
Calcium, %	1.00	1.10
Phosphorus, %	0.84	0.92
Potassium, %	1.10	1.20
Sodium, %	0.27	0.30
Chloride, %	0.39	0.43
Magnesium, %	0.20	0.22

DIGESTION TEST RESULTS[†]

Digestibility:	
Total, %	66.4
Protein, %	79.6
Fat, %	83.7
Carbohydrate, %	71.6
Calorie, %	71.1
Percentage of Metabolizable Energy from:	
Protein, %	32.7
Fat, %	18.7
Carbohydrate, %	48.6

[†]Based on digestion testing conducted at the Purina PetCare Technology Centers.

Crunchy kibble



Tender morsels with real chicken

INGREDIENTS

Ground yellow corn, soybean meal, soybean germ meal, soybean hulls*, soy flour, poultry by-product meal, pea fiber, animal digest, powdered cellulose, animal fat preserved with mixed-tocopherols (form of Vitamin E), glycerin, chicken, tricalcium phosphate, malted barley flour, corn gluten meal, salt, calcium phosphate, calcium carbonate, zinc proteinate, manganese proteinate, choline chloride, ferrous sulfate, sulfur, Vitamin E supplement, niacin, copper proteinate, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, garlic oil, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. B-4562

*13% - a source of fiber



PACKAGING

Bags of 6, 18 and 32 lbs.





CLINICAL CONSIDERATIONS:

Gastrointestinal tract conditions such as diarrhea are commonly seen in dogs and cats and are often associated with an imbalance in the intestinal microflora. Restoring microflora balance is a key component of the effective management of these conditions. FortiFlora is a nutritional supplement that contains a probiotic, *Enterococcus faecium* strain SF68, for the dietary management of dogs and cats with diarrhea. This probiotic has been shown to be safe, stable, and effective in restoring normal intestinal health and balance.

CHARACTERISTICS:

Purina Veterinary Diets[®] FortiFlora[®] has been formulated to achieve the following characteristics:

- Contains a guaranteed level of viable microorganisms
- Proprietary microencapsulation process for enhanced stability
- Proven to promote normal intestinal microflora
- Promotes a strong immune system
- Shown to be safe for use in dogs and cats
- Contains high levels of antioxidant Vitamins A, E, and C
- Excellent palatability

MEDICAL INDICATIONS:

FortiFlora is recommended as a nutritional supplement to help with the following:

- Diarrhea associated with microflora imbalance
- Acute enteritis
- Diarrhea associated with stress, antibiotic therapy, and diet change
- Poor fecal quality in puppies and kittens
- To promote a strong immune system
- Flatulence
- To enhance palatability

MEDICAL CONTRAINDICATIONS:

- Severely immune compromised dogs and cats

GUARANTEE:

Each packet contains a minimum of 1×10^8 CFU/g *Enterococcus faecium*.

FEEDING INSTRUCTIONS:

Feed 1 packet daily.

CALORIE CONTENT:

Metabolizable Energy (ME) (calculated)

Each 1 gram packet contains 4 kcals.



AVERAGE NUTRIENT CONTENT ON SERVING AND 100 CALORIE BASIS

Nutrient	CANINE FORMULA		FELINE FORMULA	
	As Fed	Amount per 1 gram packet	As Fed	Amount per 1 gram packet
Protein	45.2%	450 mg	47.1%	470 mg
Fat	17.6%	180 mg	18.1%	180 mg
Fiber	0.3%	3 mg	0.3%	3 mg
Calcium	0.4%	4 mg	0.3%	3 mg
Phosphorus	2.1%	21 mg	2.1%	21 mg
Potassium	0.9%	9 mg	0.9%	9 mg
Sodium	1.7%	17 mg	1.1%	11 mg
Chloride	0.3%	3 mg	0.5%	5 mg
Magnesium	0.1%	1 mg	0.1%	1 mg
Selenium	2.6 mg/kg	0.003 mg	1.8 mg/kg	0.002 mg
Vitamin E	12,900 IU/kg	13 IU	11,100 IU/kg	11 IU
Vitamin C	10,700 mg/kg	11 mg	8,670 mg/kg	9 mg
Taurine			0.7%	7 mg
<i>Enterococcus faecium</i>		5x10 ⁸ CFU/g		5x10 ⁸ CFU/g

INGREDIENTS (CANINE)

Animal digest, *Enterococcus faecium*, L-ascorbyl-2-polyphosphate (source of Vitamin C), brewers dried yeast, Vitamin E supplement, zinc proteinate, beta-Carotene, salt, manganese proteinate, ferrous sulfate, copper proteinate, calcium iodate, sodium selenite. D-4582

INGREDIENTS (FELINE)

Animal digest, *Enterococcus faecium*, brewers dried yeast, L-ascorbyl-2-polyphosphate (source of Vitamin C), Vitamin E supplement, beta-Carotene, zinc proteinate, taurine, salt, manganese proteinate, ferrous sulfate, copper proteinate, calcium iodate, sodium selenite. D-4583

PACKAGING

Cases of 6 boxes
Boxes of 30-1 g packets





CLINICAL CONSIDERATIONS:

Dog owners love to give their pets treats, especially when the treats help to promote their dog's dental health. Dental Chewz™ canine treats are formulated to provide both an enjoyable treat experience and between-meal dental benefits. These easily digested chew treats have been proven to significantly reduce the accumulation of tartar, and are a perfect complement to DH Dental Health® Canine Formulas.

DIET CHARACTERISTICS:

Dental Chewz™ have been formulated to achieve the following characteristics:

- High protein
- Low fat
- Easily digested
- Exceptional palatability

MEDICAL INDICATIONS:

Treats with these nutritional modifications are recommended for the following:

- Dogs on DH Dental Health®
- Normal healthy dogs on a maintenance diet
- Dogs that are prone to tartar accumulation

FEEDING AND ADMINISTRATION:

The caloric intake from treats should not exceed 10% of a dog's total daily caloric requirement. If treats are given, the amount of food should be reduced accordingly.

CALORIE CONTENT:

Metabolizable Energy (ME) (calculated)
3970 kcal/kg
1804 kcal/lb
56 kcal/chew

INGREDIENTS

Beefhide, maltodextrins, animal digest, hydrolyzed corn protein, dried yeast, potassium sorbate (a preservative), xanthan gum, Yellow 5, added color. G-4581

AVERAGE NUTRIENT COMPOSITION

	As Fed	Dry Matter
Protein, %	77.20	89.66
Fat, %	2.14	2.49
Calcium, %	0.77	0.89
Phosphorus, %	0.04	0.05
Potassium, %	0.03	0.03
Sodium, %	1.58	1.84
Chloride, %	1.72	2.00
Magnesium, %	0.04	0.05

PACKAGING

Cases of 6, 5-oz. cartons





CLINICAL CONSIDERATIONS:

Pet owners love to give their pets treats, but treats are often restricted for dogs on special diets. Gentle Snackers® Hypoallergenic canine treats offer a highly palatable solution. These unique treats are based on Purina Veterinary Diets® HA Hypoallergenic® Canine Formula and can be safely given to dogs with food allergies and/or sensitive gastrointestinal tracts.

DIET CHARACTERISTICS:

Gentle Snackers have been formulated to achieve the following characteristics:

- Low molecular weight
- Single hydrolyzed protein source
- Easily digested
- Exceptionally palatable

MEDICAL INDICATIONS:

Treats with these nutritional modifications are recommended for the following:

- Dogs on novel protein or hypoallergenic diets
- Dogs on gastrointestinal tract diets
- Dogs with sensitive gastrointestinal tracts
- Normal healthy dogs on a maintenance diet

MEDICAL CONTRAINDICATIONS:

- None

FEEDING AND ADMINISTRATION:

The caloric intake from biscuits should not exceed 10% of a dog's total daily caloric requirement. If treats are given, the amount of food should be reduced accordingly.

CALORIE CONTENT:

Metabolizable Energy (ME) (calculated)

3440 kcal/kg

1564 kcal/lb

15 kcal/piece

AVERAGE NUTRIENT COMPOSITION

	As Fed	Dry Matter
Protein, %	17.55	19.26
Fat, %	8.59	9.43
Carbohydrate, %	57.70	63.34
Fiber, %	3.12	3.42
Calcium, %	0.68	0.75
Phosphorus, %	0.70	0.77
Potassium, %	0.51	0.56
Sodium, %	0.30	0.33
Chloride, %	0.53	0.58
Magnesium, %	0.13	0.14

INGREDIENTS

Starch, hydrolyzed soy protein isolate, vegetable oil, dicalcium phosphate, oat fiber, powdered cellulose, partially hydrogenated canola oil preserved with TBHQ, potassium chloride, guar gum, lecithin, corn oil, choline chloride, magnesium oxide, DL-Methionine, salt, taurine, Vitamin E supplement, zinc sulfate, niacin, ferrous sulfate, calcium carbonate, manganese sulfate, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, riboflavin supplement, Vitamin B-12 supplement, copper sulfate, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, garlic oil, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), calcium iodate, sodium selenite. D-4577

PACKAGING

Cases of 8, 8-oz. pouches



CLINICAL CONSIDERATIONS:

Purina Veterinary Diets® Lite Snackers® canine treats are exceptionally palatable, low calorie snacks that can be used as part of the complete Purina® Weight Management Program or as a healthy treat with any diet.

DIET CHARACTERISTICS:

Lite Snackers have been formulated to achieve the following characteristics:

- Low calorie content
- Low fat
- High fiber
- Exceptional palatability
- Stay-fresh pouch
- Helps clean teeth and freshen breath

MEDICAL INDICATIONS:

Treats with these nutritional modifications are recommended for the following:

- Dogs on a weight loss program
- Normal healthy dogs on a maintenance diet
- Dogs with certain fiber responsive conditions such as constipation or colitis

MEDICAL CONTRAINDICATIONS:

- None

FEEDING AND ADMINISTRATION:

The caloric intake from treats should not exceed 10% of a dog's total daily caloric requirement. If treats are given, the amount of food should be reduced. For example, if the daily feeding recommendation for a dog is approximately 550 kcals, the dog can have either 2 cups of OM Overweight Management formula dry diet and no treats, or 1 3/4 cups OM Overweight Management formula dry diet plus 3 Lite Snackers canine treats daily.

CALORIE CONTENT:

Metabolizable Energy (ME) (calculated)

2735 kcal/kg

1243 kcal/lb

15 kcal/biscuit

AVERAGE NUTRIENT COMPOSITION

	As Fed	Dry Matter
Protein, %	17.43	19.48
Fat, %	4.12	4.60
Carbohydrate, %	50.80	56.78
Fiber, %	11.33	12.66
Calcium, %	1.35	1.51
Phosphorus, %	0.96	1.07
Potassium, %	0.35	0.39
Sodium, %	0.19	0.21
Chloride, %	0.37	0.41
Magnesium, %	0.13	0.15

INGREDIENTS

Wheat flour, powdered cellulose, poultry by-product meal, calcium phosphate, brewers dried yeast, wheat gluten, lecithin, calcium carbonate, whole grain corn, L-Lysine monohydrochloride, salt, caramel color, DL-Methionine, choline chloride, zinc sulfate, ferrous sulfate, Vitamin E supplement, manganese sulfate, niacin, Vitamin A supplement, garlic oil, copper sulfate, calcium pantothenate, pyridoxine hydrochloride, Vitamin B-12 supplement, thiamine mononitrate, Vitamin D-3 supplement, riboflavin supplement, calcium iodate, menadione sodium bisulfite complex (source of Vitamin K activity), folic acid, biotin, sodium selenite. J-4568

PACKAGING

Cases of 12, 24-oz. pouches

