

PROVEN TO HELP SUPPORT DIGESTIVE HEALTH AND PROMOTE GOOD FAECAL CONSISTENCY

Some dogs have a sensitive digestive system without any specific identifiable cause. Delicate digestion results in frequent digestive upsets, poorly formed stools and a high sensitivity to a change in diet. PURINA® PRO PLAN® has developed a range of Sensitive Digestion products for puppies and adult dogs, proven to help support gut microflora balance due to the inclusion of the prebiotic beet pulp¹. These products all help support digestive health, and help promote the production of firmer stools².

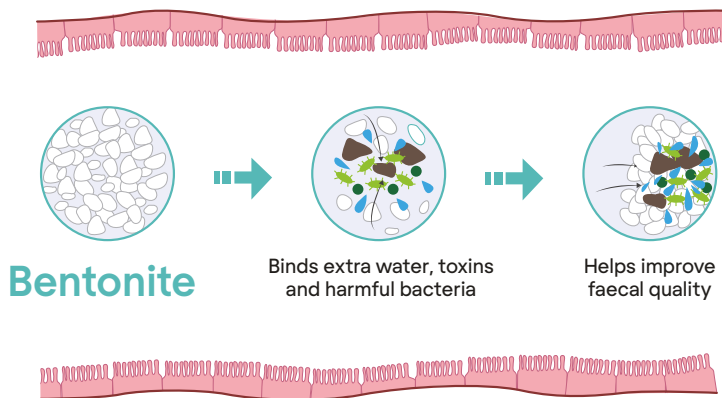
PURINA® PRO PLAN® Sensitive Digestion products contain highly digestible ingredients to ease digestion and reduce intestinal workload in sensitive dogs; prebiotics proven to help support microflora balance and clays such as bentonite to help improve faecal consistency.

HIGHLY DIGESTIBLE FORMULA

All the PURINA® PRO PLAN® Sensitive Digestion products are made with top quality highly digestible ingredients including egg to help promote dogs' digestive processes and promote excellent faecal quality. **The high digestibility also encourages high levels of nutrient absorption and helps minimise dietary load on the sensitive gut.** All products in the PURINA® PRO PLAN® Sensitive Digestion range are formulated with highly digestible protein sources such as lamb or turkey and egg, and highly digestible carbohydrate sources, including rice in some products.

BENTONITE TO IMPROVE FAECAL CONSISTENCY

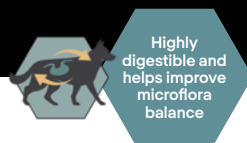
Bentonite is a natural clay which helps with the production of firm stools³. It binds intestinal waste products, harmful bacteria and toxins, carrying them out in the stool and protecting the intestinal mucosa. Additionally, bentonite adsorbs excess water in the colon, helping to firm up the stools.



1. Middelbos IS, et al. (2007) Evaluation of fermentable oligosaccharides in diets fed to dogs in comparison to fiber standards. *J Anim Sci*; **85**(11):3033-44.
2. Fahey GC Jr, et al. (1990) Dietary fiber for dogs: II. Iso-total dietary fiber (TDF) additions of divergent fiber sources to dog diets and their effects on nutrient intake, digestibility, metabolizable energy and digesta mean retention time. *J Anim Sci*; **68**(12):4229-35.
3. Ducrotte P, et al. (2005) Symptomatic efficacy of beidellitic montmorillonite in irritable bowel syndrome: a randomized, controlled trial. *Aliment Pharmacol Ther*; **21**(4):435-444.

LARGE ATHLETIC ADULT SENSITIVE DIGESTION

Complete pet food for large size adult dogs with an athletic physique and sensitive digestion.



14 kg

KEY BENEFITS

- ✓ Maintenance diet for large athletic adult dogs > 25 kg with sensitive digestion



Contains prebiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



Easily digestible recipe, formulated with specific ingredients to support intestinal health and promote good stool quality

Including egg as a highly digestible protein source and bentonite to help bind excess toxins



Formulated for large breed dogs with an athletic physique to help support healthy joints and an active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality lamb (including lungs and liver) (19%), rice (16%), dried poultry protein, corn, animal fats, corn protein meal, dried beet pulp* (5%), digest, soya meal, corn grits, dried egg, minerals, fish oil.
Prebiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.31%
Protein	28.0%	Phosphorus	0.84%
Fat	18.0%	Vitamin A	17584 IU/kg
- Omega-6 fatty acids	1.7%	Vitamin D ₃	987 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	476 IU/kg
		Vitamin C	70 mg/kg
Carbohydrate	36.5%	Taurine	1519 mg/kg
Crude fibre	2.0%	Metabolisable energy (ME) ¹	400kcal/100g

* Typical analysis in the final product as fed. ¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
25	300	345
35	375	430
45	445	510
60	540	620
70	600	685
90	710	810

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