

MOTHER & PUPPIES STARTER AND HEALTHY START

PUPPY STARTER

PURINA® PRO PLAN® MOTHER & PUPPIES Starter is an innovative dry food for gestating/lactating bitches, mothers and pre-weaning puppies (up to the age of 4 weeks). The product is easy to soak,

and formulated with a blend of ingredients to help support puppies by supporting a healthy immune system and minimising potential gastrointestinal disturbances during the weaning period.

HEALTHY START: PROVEN AND INNOVATIVE APPROACH TO IMMUNE SUPPORT IN PUPPIES

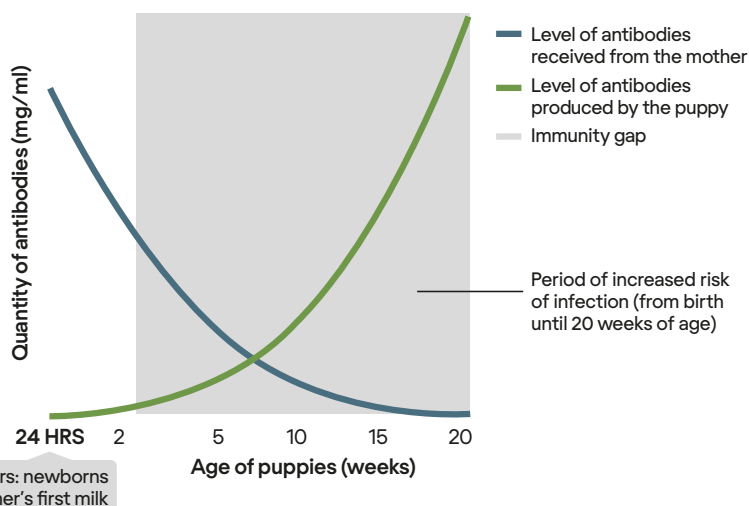
PURINA® PRO PLAN® PUPPY Healthy Start products contain bovine colostrum. Antibodies and other bioactive molecules from bovine colostrum (carefully kept in an active form during the production process) are **scientifically proven to help support puppies' immune response** – both locally and systemically¹. Colostrum also helps **optimise the balance of the gut microflora** – helping reduce the likelihood of stress-induced or diet-related diarrhoea, which is so common during puppyhood.

The benefits of maternal colostrum are widely recognised, especially if ingested within the first 24-48 hours of life. Colostrum provides **antibodies**, which confer passive immunity to the newborn,

direct **antimicrobial factors** which help support the local defences in the gut and **growth factors** which help the maturation of the newborn gut and confer higher tissue growth and repair capabilities.

The passive protection transferred by antibodies in the mother's colostrum lasts only a few weeks. After this time, puppies remain vulnerable to infection until their own immune system has fully developed.

Dietary bovine colostrum supplementation during the 'immunity gap' and growth has strong benefits². Colostrum supplementation acts differently to the mechanism in newborns and actively stimulates the immune defences of puppies during the so-called immunity gap.



1. Satyaraj E, et al. (2013) Supplementation of diets with bovine colostrum influences immune function in dogs.

British Journal of Nutrition. **110**(12): 2216-2221.

2. Chastant S, et al. (2019) Passive immune transfer in puppies. *Animal Reproduction Science*. **207**:162-170.

LARGE ROBUST PUPPY HEALTHY START

Complete pet food for large size puppies with a robust physique. Also suitable for gestating / lactating bitches.



With colostrum, proven to help support immune response up to 50% more



3 kg, 12 kg and 18 kg

KEY BENEFITS

- ✓ Weaning and growth (up to 24 months of age according to the puppy size)
- ✓ Gestation and lactation



Enriched with colostrum, to help support puppies' immune response up to 50% more



Adapted levels of protein and fat to help promote healthy growth and long term health



Formulated for large breed puppies with a robust physique to help support healthy joints and an active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (18%), dried poultry protein, rice (15%), wheat, soya meal, corn, animal fats, wheat middlings, digest, dried beet pulp, corn protein meal, wheat gluten, minerals, dried egg, fish oil, dried colostrum (0.1%).

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.44%
Protein	29.0%	Phosphorus	1.02%
Fat	15.0%	Vitamin A	16669 IU/kg
- Omega-6 fatty acids	1.9%	Vitamin D ₃	955 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	202 IU/kg
- DHA	0.07%	Vitamin C	60 mg/kg
- EPA+DHA	0.16%	Taurine	1479 mg/kg
Carbohydrate	38.0%	L-carnitine	200 mg/kg
Crude fibre	2.5%	Metabolisable energy (ME) ¹	382kcal/100g

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

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT						BASED ON PREGNANCY STAGE		
Puppy's expected Adult Body Weight (kg)	Puppy's age (month)					Mother Body Weight (kg)	Gestation 6 – 9 weeks	Lactation
	1.5 – 3	4 – 5	6 – 8	9 – 11	12 – 24			
25	155 – 310	345 – 405	435 – 420	395 – 375	345 – Adult	25	345 – 440	Ad libitum
35	195 – 325	405 – 435	470 – 515	540 – 500	440 – 435	35	435 – 550	
45	210 – 315	425 – 455	475 – 525	560 – 540	480 – 475	45	510 – 650	
60	265 – 420	500 – 565	610 – 690	730 – 690	605 – 595	60	620 – 790	
70	290 – 465	555 – 630	675 – 760	810 – 765	675 – 660	70	690 – 875	

Weaning: from 4 to 8 weeks of age, offer moistened PRO PLAN® Puppy 3–4 times per day, gradually reducing the amount of fluid added.

After weaning: feed according to the guidelines in the table, without the addition of extra moisture.

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