

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.

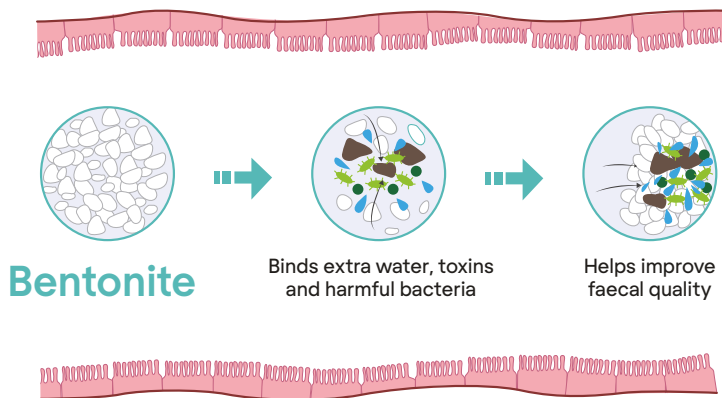
PURINA® PRO PLAN® Sensitive Digestion products contain highly digestible ingredients to ease digestion and reduce intestinal workload in sensitive dogs; prebiotics proven to help support microflora balance and clays such as bentonite to help improve faecal consistency.

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.

MEDIUM ADULT SENSITIVE DIGESTION

Complete pet food for medium size adult dogs
with sensitive digestion.



Highly
digestible and
helps improve
microflora
balance



14 kg

KEY BENEFITS

- ✓ Maintenance diet for adult dogs 10-25 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



A combination of key nutrients that helps
to support healthy joints for your dog's
active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality lamb (including lungs and liver) (19%), rice (18%), dried poultry protein, corn, animal fats,
dried beet pulp[#] (5%), digest, soya meal, corn grits, corn protein meal, dried egg, minerals, fish oil.
[#] Prebiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.35%
Protein	26.0%	Phosphorus	0.81%
Fat	16.0%	Vitamin A	18902 IU/kg
- Omega-6 fatty acids	1.6%	Vitamin D ₃	1006 IU/kg
- Omega-3 fatty acids	0.2%	Vitamin E	475 IU/kg
Carbohydrate	40.0%	Vitamin C	70 mg/kg
Crude fibre	2.5%	Metabolisable energy (ME) ¹	386kcal/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)
1	35	40
5	105	120
10	170	195
15	220	255
20	270	305
25	310	355
35	390	445
45	460	530
60	560	640
70	620	710