

SCIENTIFICALLY DESIGNED TO HELP SUPPORT HEALTHY SKIN AND A SHINY COAT

The PURINA® PRO PLAN® Sensitive Skin range of products for puppies, adult and senior dogs is formulated with a specific combination of essential nutrients, scientifically designed to help support skin health and help promote excellent coat quality in sensitive dogs.

PURINA® PRO PLAN® diets for dogs with sensitive skin:

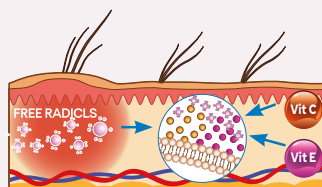
HELPS REDUCE SKIN DISCOMFORT ASSOCIATED WITH FOOD SENSITIVITY

Increased levels of long chain omega-3 fatty acids help manage sensitive skin. The high tolerance formula containing salmon as the only source of animal protein, limited numbers of protein sources and no wheat helps reduce possible skin discomfort of sensitive dogs.



CONTAIN A BLEND OF SKIN-SPECIFIC NUTRIENTS SCIENTIFICALLY DESIGNED TO HELP SUPPORT SKIN HEALTH AND PROMOTE COAT QUALITY

All diets in the range are formulated with the antioxidants vitamins E and C. Oxidative stress plays a role in the development of skin disease. It has been shown that increasing amounts of vitamin E in foods for dogs leads to increases in serum and cutaneous concentrations of vitamin E which are likely to benefit skin and coat health of dogs as well as supporting the immune system¹.



A PURINA® study demonstrated the benefits to skin and coat health of feeding a diet containing the Sensitive Skin blend of nutrients to dogs².

A SPECIAL COMBINATION OF SKIN-TARGETING NUTRIENTS CLINICALLY PROVEN TO HELP SUPPORT HEALTHY SKIN AND BEAUTIFUL COAT

In a study done by Purina's scientists, dogs fed a diet containing the Sensitive Skin blend of **increased linoleic acid, zinc and vitamins A, B and E** had their skin and coat evaluated over a 5 month period, both subjectively by 30 panellist judges, and objectively using sensory analysis and biophysical and dermatological evaluations. Panellists scored the dogs' skin and coat on many parameters including odour, coat shininess and softness, shedding and presence or absence of dandruff. Skin biophysical parameters investigated

included transepidermal water loss, skin pH and corneometry (skin hydration status). In addition, general health and blood and faecal parameters were regularly checked.

Results showed that **dogs fed the Sensitive Skin blend had significantly improved skin and coat condition** – increased coat shininess and softness, improved skin hydration score and elasticity, reduced transepidermal water loss, increased blood, skin and sebum linoleic acid content and reduced inflammation. This blend is incorporated in all PRO PLAN® diets for dogs with sensitive skin.

1. Jewell DE, et al. (2002) Effects of serum vitamin E levels on skin vitamin E levels in dogs and cats. *Vet Ther* **3** (3): 235- 43

2. Report study by L. Young & G. Bache. "Minimum nutrient and digestibility requirements to use "Proven to support healthy skin and beautiful coat".

MEDIUM ADULT SENSITIVE SKIN

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



Scientifically designed to support healthy skin and a shiny coat



3 kg and 14 kg

KEY BENEFITS

- ✓ Maintenance diet for adult dogs 10-25 kg with sensitive skin



Scientifically designed to support healthy skin and a shiny coat

Contains a specific blend of skin-supportive nutrients including high quality protein, sources of essential amino acids, essential fatty acids, vitamins A, B, E and zinc



Selected protein sources for sensitive dogs, formulated without wheat*

High tolerance formula, avoiding some of the most common canine food allergens. *Produced in a facility where grains are handled



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

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality salmon* (including head, bone, meat) (17%), rice* (14%), dried salmon protein*, corn protein meal*, animal fats, soya meal*, corn*, corn grits*, dried beet pulp*, corn starch, digest, dried vegetable fibre, minerals, dried egg*, soybean oil, fish oil. # Protein sources.

KEY NUTRIENT VALUES*

Moisture	8.0%	Phosphorus	0.84%
Protein	29.0%	Zinc	18.9 mg/100g
Fat	18.0%	Vitamin A	23824 IU/kg
- Omega-6 fatty acids	1.6%	Vitamin D ₃	1632 IU/kg
- Omega-3 fatty acids	0.7%	Vitamin E	486 IU/kg
Carbohydrate	35.0%	Vitamin C	70 mg/kg
Crude fibre	3.0%	Metabolisable energy (ME) ¹	394kcal/100g
Calcium	1.16%		

* 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	165	190
15	215	250
20	260	300
25	305	350
35	380	435
45	450	515
60	550	625
70	610	695

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