

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:

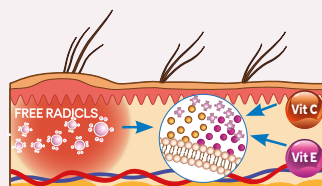
HELPS REDUCE SKIN DISCOMFORT ASSOCIATED WITH FOOD SENSITIVITY

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 & LARGE ADULT 7+ SENSITIVE SKIN

Complete pet food for medium & large size dogs aged from 7 onwards with sensitive skin.



Scientifically designed to support healthy skin and a shiny coat



- ✓ Maintenance diet for senior dogs > 10 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



Supports healthy ageing and helps support healthy joints thanks to EPA, an omega-3 fatty acid



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



3 kg and 14 kg

COMPOSITION

High quality salmon[#] (including head, bone, meat) (17%), rice[#] (16%), corn protein meal[#], dried salmon protein[#], corn starch, corn[#], soya meal[#], animal fats, minerals, dried beet pulp[#], dried vegetable fibre, dried egg[#], soybean oil, digest, fish oil. # Protein sources.

KEY NUTRIENT VALUES*

Moisture	8.0%	Phosphorus	0.91%
Protein	28.0%	Zinc	17.3 mg/100g
Fat	14.0%	Vitamin A	26986 IU/kg
- Omega-6 fatty acids	1.5%	Vitamin D ₃	1569 IU/kg
- Omega-3 fatty acids	0.7%	Vitamin E	571 IU/kg
- EPA	0.2%	Vitamin C	83 mg/kg
Carbohydrate	40.0%	Metabolisable energy (ME) ¹	377kcal/100g
Crude fibre	2.5%		
Calcium	1.5%		

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

DAILY FEEDING QUANTITY (ADULT MAINTENANCE FOR DOGS AGED FROM 7 ONWARDS)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
10	150	170
25	275	320
35	345	400
45	410	470
70	555	635

KEY
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