

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

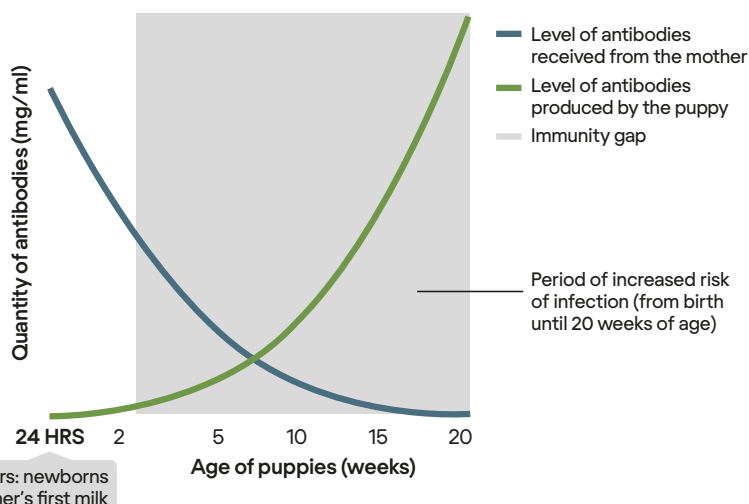
PURINA® PRO PLAN® PUPPY Healthy Start products contain bovine colostrum. Antibodies and other bioactive molecules from bovine colostrum (carefully kept in an active form during the production process) are **scientifically proven to help support puppies' immune response** – both locally and systemically¹. 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.

MEDIUM PUPPY HEALTHY START

Complete pet food for medium size puppies.
Also suitable for gestating / lactating bitches.



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



3 kg and 12 kg

KEY BENEFITS

- ✓ Weaning and growth (up to 18 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



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

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (20%), dried poultry protein, wheat, soya meal, animal fats, rice (8%), corn, digest, dried beet pulp, corn protein meal, minerals, fish oil, dried egg, dried colostrum (0.1%).

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.5%
Protein	30.0%	Phosphorus	1.02%
Fat	19.0%	Vitamin A	18129 IU/kg
- Omega-6 fatty acids	2.3%	Vitamin D ₃	1037 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	207 IU/kg
- DHA	0.07%	Vitamin C	60 mg/kg
- EPA+DHA	0.17%		
Carbohydrate	33.5%	Metabolisable energy (ME) ¹	405kcal/100g
Crude fibre	2.0%		

* 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			
1	30 – 45	50 – 45	45 – 40	40	40 – Adult	1	40 – 50	Ad libitum
5	80 – 125	130 – 135	135 – 115	115 – 110	110 – Adult	5	110 – 140	
10	100 – 175	195 – 205	205 – 180	180 – 175	175 – Adult	10	175 – 225	
15	130 – 230	265 – 285	290 – 275	260 – 245	225 – Adult	15	230 – 295	
20	145 – 265	320 – 350	355 – 340	320 – 300	275 – Adult	20	280 – 360	
25	145 – 295	325 – 380	315 – 385	375 – 355	325 – Adult	25	325 – 415	
35	180 – 305	380 – 410	440 – 485	510 – 475	415 – 405	35	410 – 520	
45	195 – 300	400 – 430	450 – 495	530 – 510	465 – 455	45	485 – 615	
60	250 – 395	475 – 535	575 – 650	690 – 650	575 – 570	60	585 – 745	
70	275 – 440	525 – 590	640 – 720	765 – 722	635 – 630	70	650 – 830	

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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