

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.

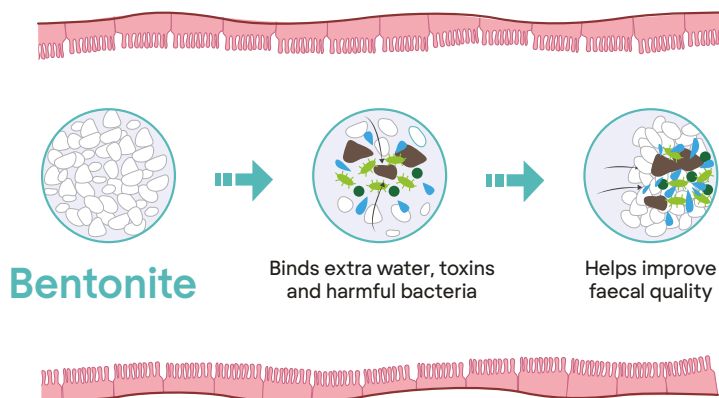
PURINA® PRO PLAN® Sensitive Digestion products contain highly digestible ingredients to ease digestion and reduce intestinal workload in sensitive dogs; prebiotics proven to help support microflora balance and clays such as bentonite to help improve faecal consistency.

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 PUPPY SENSITIVE DIGESTION

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



Highly digestible and helps improve microflora balance



No.1
INGREDIENT
LAMB



3 kg and 12 kg

KEY BENEFITS

- ✓ Weaning and growth (up to 18 months of age according to the puppy size)
- ✓ Gestation and lactation



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 puppy's active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality lamb (including lungs and liver) (20%), dried poultry protein, rice (15%), corn, soya meal, animal fats, dried beet pulp* (5%), digest, corn protein meal, dried egg, corn grits, minerals, fish oil.
Prebiotics source.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.38%
Protein	30.0%	Phosphorus	0.96%
Fat	19.0%	Vitamin A	18445 IU/kg
- Omega-6 fatty acids	1.8%	Vitamin D ₃	996 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	474 IU/kg
- DHA	0.05%	Vitamin C	70 mg/kg
- EPA+DHA	0.12%		
Carbohydrate	32.8%	Metabolisable energy (ME) ¹	400kcal/100g
Crude fibre	2.5%		

* 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	50 – 40	40	40 – Adult	1	40 – 50	Ad libitum
5	80 – 125	130 – 135	135 – 115	115 – 110	110 – Adult	5	110 – 145	
10	105 – 180	195 – 210	210 – 180	180 – 170	170 – Adult	10	180 – 225	
15	130 – 230	270 – 290	285 – 280	265 – 250	230 – Adult	15	235 – 300	
20	145 – 270	325 – 350	360 – 345	325 – 305	280 – Adult	20	285 – 360	
25	150 – 300	330 – 385	415 – 400	380 – 355	330 – Adult	25	330 – 420	
35	185 – 310	385 – 415	445 – 490	515 – 480	420 – Adult	35	415 – 525	
45	200 – 325	405 – 435	455 – 500	535 – 515	460 – Adult	45	490 – 625	
60	250 – 400	480 – 540	585 – 655	695 – 660	580 – 575	60	595 – 755	
70	275 – 445	530 – 600	645 – 725	770 – 730	645 – 640	70	660 – 835	

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.