

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:

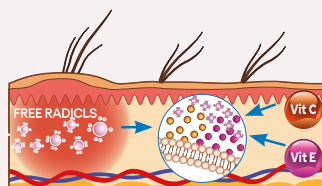
HELPS REDUCE SKIN DISCOMFORT ASSOCIATED WITH FOOD SENSITIVITY

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 PUPPY SENSITIVE SKIN

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



Scientifically designed to support healthy skin and a shiny coat



3 kg and 12 kg

KEY BENEFITS

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



Scientifically designed to support healthy skin and a shiny coat

Contains a specific blend of skin-supportive nutrients including high quality protein, 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 puppy's active lifestyle

COMPOSITION & KEY NUTRIENTS

COMPOSITION

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

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.36%
Protein	32.0%	Phosphorus	1.04%
Fat	20.0%	Zinc	18.2 mg/100g
- Omega-6 fatty acids	1.7%	Vitamin A	19531 IU/kg
- Omega-3 fatty acids	0.8%	Vitamin D ₃	1638 IU/kg
- DHA	0.41%	Vitamin E	487 IU/kg
- EPA+DHA	0.65%	Vitamin C	70 mg/kg
Carbohydrate	30.0%	Metabolisable energy (ME) ¹	406kcal/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	Lactation
	1.5 – 3	4 – 5	6 – 8	9 – 11	12 – 24		6 – 9 weeks	
1	30 – 45	50 – 45	45 – 40	40	40 – Adult	1	40 – 50	Ad libitum
5	75 – 125	130 – 135	135 – 110	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 – 345	355 – 340	320 – 300	275 – Adult	20	280 – 355	
25	160 – 295	325 – 380	410 – 395	375 – 350	325 – Adult	25	325 – 415	
35	180 – 305	380 – 410	440 – 485	510 – 470	410 – 405	35	405 – 520	
45	195 – 300	400 – 430	445 – 495	530 – 510	465 – 450	45	480 – 615	
60	245 – 395	470 – 530	575 – 645	685 – 650	570 – 560	60	585 – 745	
70	275 – 430	525 – 590	640 – 715	760 – 720	635 – 620	70	650 – 825	

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.