

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

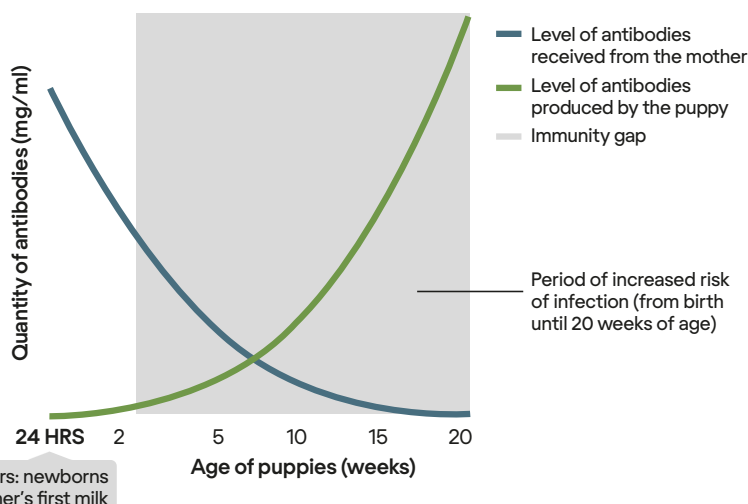
PURINA® PRO PLAN® PUPPY Healthy Start products contain bovine colostrum. Antibodies and other bioactive molecules from bovine colostrum (carefully kept in an active form during the production process) are **scientifically proven to help support puppies' immune response** – both locally and systemically¹.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

SMALL & MEDIUM MOTHER & PUPPIES STARTER

Complete pet food for small & medium size mothers and puppies from 4 weeks of age and gestating / lactating bitches.



Easy to
soak kibbles
to help support
switching to
solid food



18 kg

KEY BENEFITS

- ✓ Weaning and growth (up to 6 months of age)
- ✓ Gestation and lactation



Provides nutritional support when switching to solid food



Enriched with colostrum, to help support puppies' immune response up to 50% more



Inclusion of maltodextrin to limit starch content and help reduce gastrointestinal upsets

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (20%), dried poultry protein, corn, rice (10%), soya meal, animal fats, dried beet pulp, digest, maltodextrin (3.6%), corn protein meal, dried egg, fish oil, minerals, corn grits, dried colostrum (0.1%).

KEY NUTRIENT VALUES*

Moisture	8.0%	Starch	19.5%
Protein	31.0%	Calcium	1.4%
Fat	19.0%	Phosphorus	0.94%
- Omega-6 fatty acids	2.1%	Vitamin A	17725 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin D ₃	1039 IU/kg
- DHA	0.07%	Vitamin E	201 IU/kg
- EPA+DHA	0.17%		
Carbohydrate	32.0%	Metabolisable energy (ME) ¹	401.5kcal/100g
Crude fibre	2.5%		

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

DAILY FEEDING QUANTITY (g/day) BASED ON PREGNANCY STAGE

Mother Body Weight (kg)	Gestation (6 – 9 weeks)	Lactation
1	40 – 50	Ad libitum
5	110 – 140	
10	180 – 225	
15	235 – 295	
20	285 – 360	
25	330 – 420	

DAILY FEEDING QUANTITY (g/day)

BASED ON AGE AND PUPPY'S EXPECTED ADULT BODY WEIGHT

Puppy's expected Adult Body Weight (kg)	1 month	1.5 months	3 months	4 months	6 months
1	5 + milk	30	45	50	50
5	5 + milk	80	125	130	135
10	10 + milk	105	180	195	210
15	10 + milk	130	230	270	295
20	10 + milk	145	270	320	360
25	10 + milk	150	295	330	415

Mother milk or dog milk replacer is intended to be the sole source of nutrients for the puppy before the age 3-4 weeks old, when solid food may be introduced progressively. The recommended feeding practice is to provide 3-4 meals a day. Dry food should be mixed with warm water (30-40°C). The amount of water added should be gradually reduced as weaning progresses.