

CANINE OM OBESITY MANAGEMENT™

A complete dietetic pet food for adult dogs for the reduction of excessive body weight and for the regulation of glucose supply (diabetes mellitus).

RECOMMENDED FOR & NOT RECOMMENDED FOR

- ✓ Obesity and weight management
- ✓ Weight loss for diabetic dogs
- ✓ Fibre-responsive diseases such as:
 - Constipation
 - Hyperlipidaemia
- ✓ Fibre-responsive colitis
- ✗ Not suitable during pregnancy, lactation and growth
- ✗ Conditions associated with hypercatabolic state (advanced heart failure, CRI IRIS stages 3 and 4)



400 g

3 kg and 12 kg

KEY BENEFITS



HIGH PROTEIN

High protein level
to help promote loss of fat while maintaining muscle mass



LOW KCAL

Low calorie diet
to help with weight loss



GLUCOSE CONTROL

Glucose control
Low glycaemic index carbohydrate sources to help nutritionally manage diabetes mellitus*

ADDITIONAL BENEFITS & CHARACTERISTICS

Helps promote effective and steady weight loss

Supported by a clinical trial on obese dogs¹

Helps reduce caloric intake while maintaining satiety

High protein level and added fibre

Helps reduce post-prandial fluctuation in blood glucose

Low glycaemic index complex carbohydrate

Helps maintain optimal body weight after weight loss

The same diet can be fed for maintenance to reduce the risk of rebound obesity

* Dry OM formula

1. Clinical trial on 42 dogs, using a high protein formula, Nestlé PURINA®, 1999.

COMPOSITION (DRY)

Corn[#], soya meal[#], dried poultry protein, barley[#], wheat gluten, pea hulls[#], cellulose, digest, minerals, pork fat.

[#] Carbohydrate sources.

COMPOSITION (CAN)

Pork heart and liver, poultry heart and liver, cellulose powder, flour rice, minerals, sugar.

KEY NUTRIENT VALUES*

	Dry	Wet
Moisture	7.5%	78.5%
Protein	29.0%	8.7%
Fat	6.0%	2.5%
- Linoleic acid	1.5%	0.5%
Carbohydrate	41.0%	3.7%
- Starch	23.1%	0.9%
- Total sugars	1.7%	0.9%
Crude fibre	10.0%	4.4%
Crude ash	6.5%	2.2%
Soluble fibre	1.6%	0.3%
Insoluble fibre	18.7%	5.5%
Vitamin E	300 IU/kg	73 IU/kg
Metabolisable energy (ME) ¹	296 kcal/100g	57kcal/100g

* Typical analysis in the final product as fed.

¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

The suggested daily food intake for weight loss is based on the dog's current weight, average caloric requirements and a desired weight loss of 1-2% of body weight per week. Daily food intake must be adjusted every 4 weeks. PURINA® PRO PLAN® VETERINARY DIETS OM Obesity Management™ can be fed long term for dogs prone to weight gain using the maintenance feeding quantities. In case of hyperlipidaemia the recommended period of use is initially up to 2 months, although it can be used long term.

FOR ADULT MAINTENANCE

Body weight (kg)	Dry (g/day)	Can/day	Dry + can combined	
			Dry (g/day)	Can/day
2.5	75	1	35	½
5	120	1¾	45	1
10	190	3	115	1
15	250	3½	175	1
25	355	4⅔	200	2
35	440	5¾	290	2
45	525	7¼	370	2
70	705	9	475	3

FOR ADULT WEIGHT LOSS

Body weight (kg)	Dry (g/day)	Can/day	Dry + can combined	
			Dry (g/day)	Can/day
2.5	60	¾	20	½
5	95	1¼	60	½
10	155	2	75	1
15	200	2⅔	125	1
25	285	3¾	130	2
35	355	4⅔	200	2
45	420	5½	265	2
70	565	7⅓	335	3

Over 70kg: For each additional 5 kg of body weight, feed an additional 25 g of dry food or ½ can per day for weight loss and feed an additional 30g of dry food or ½ can per day for weight maintenance.

NUTRITIONAL MANAGEMENT OF OBESITY IN DOGS

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Up to 50% or more of dogs are now estimated to be overweight or obese in the UK¹. While some diseases (such as hypothyroidism and hyperadrenocorticism) predispose to obesity, in most cases the underlying cause is a mismatch between energy intake and energy expenditure. A wide variety of diseases are associated with obesity in dogs^{1,2}. Nestlé PURINA® completed a lifelong study of dogs that provided crucial information showing excess bodyweight is detrimental to their longevity – in that study even moderately

overweight dogs were at greater risk for earlier morbidity and a shortened lifespan³.

Successful management of obesity in dogs usually combines use of a weight loss diet together with an increase in daily exercise. In addition feeding an increased number of smaller meals, whilst reducing the number of treats may be the most effective means of managing obesity. A recent study reports that dietary caloric restriction is more effective than physical activity, placing dietary management as the top tool to help in obesity management⁴.

★ CLINICAL ADVANTAGES WITH THE USE OF CANINE OM OBESITY MANAGEMENT™

PURINA® PRO PLAN® VETERINARY DIETS OM Obesity Management™ provides:

An increased protein level and a higher protein to calorie ratio, proven to preserve lean body mass during weight loss⁵. Dogs should be fed to encourage gradual weight loss with preservation of lean body mass, which reduces the risk of rebound weight gain.

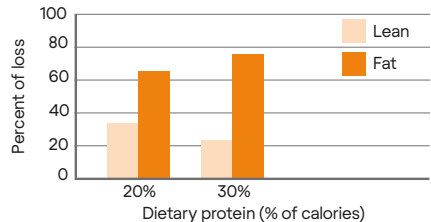


A high nutrient:energy ratio to compensate for the reduced calorie intake.

A low fat level, which helps lower serum cholesterol levels and control hypercholesterolaemia and hyperlipidaemia.

Feeding guidelines based on the dog's current weight, a reliable measure that aims to avoid an undesirable fast weight loss that can promote muscle loss, and avoids the challenges of estimating an exact target weight at the start of the weight loss programme.

INCREASED PROTEIN = INCREASED FAT LOSS IN DOGS



In weight loss studies, increased dietary protein spared lean body mass and facilitated greater fat loss in dogs during weight loss.

Increased fibre to help improve satiety and reduce overall caloric intake.



Glucoregulation through a combination of high levels of complex carbohydrates and mixed fibre sources, combined with low levels of simple sugars.

1. Pet Food Manufacturers' Association (PFMA) Obesity Report 2019 'Pet obesity – 10 years on'.
2. Lafiamme D. (2006) Understanding and managing obesity in dogs and cats. *Vet Clin Small Anim.* **36**: 1283-95.
3. Kealy RD, et al. (2002) Effects of diet restriction on life span and age-related changes in dogs. *J Am Vet Med Assoc.* **220**: 1315-20.
4. Chapman M, et al. (2019) An open-label randomised clinical trial to compare the efficacy of dietary caloric restriction and physical activity for weight loss in overweight pet dogs. *Vet J. Jan.* **243**: 65-73.
5. Hannah SS, et al. (1998) Increased Dietary Protein Spares Lean Body Mass during Weight Loss in Dogs. *J Vet Int Med.* **12**: 224.

Other relevant literature

- Bland IM, et al. (2010) Dog obesity: veterinary practices' and owners' opinions on cause and management. *Prev Vet Med.* **94**: 310-5.
- Rand JS, et al. (2004) Canine and feline *diabetes mellitus*: Nature or nurture. *J. Nutr.* **134**: 2072-80.