

## 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

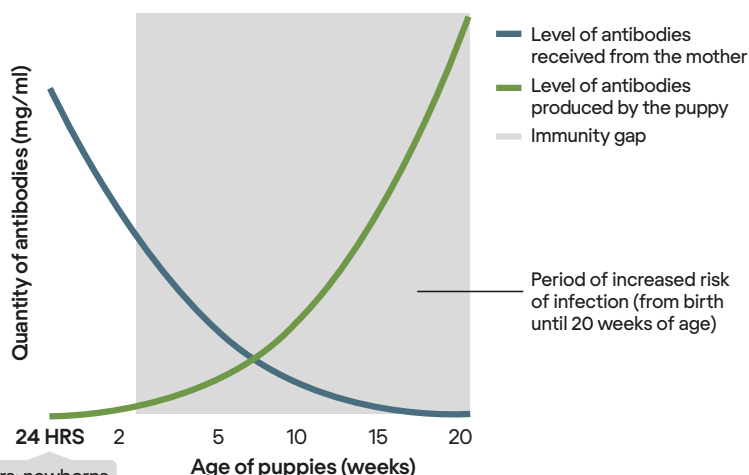
PURINA® PRO PLAN® PUPPY Healthy Start products contain bovine colostrum. Antibodies and other bioactive molecules from bovine colostrum (carefully kept in an active form during the production process) are **scientifically proven to help support puppies' immune response** – both locally and systemically<sup>1</sup>. 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 benefits<sup>2</sup>.** 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.

# LARGE ATHLETIC PUPPY HEALTHY START

Complete pet food for large size puppies with an athletic physique. 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 24 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



Formulated for large breed puppies with an athletic physique to help support healthy joints and an active lifestyle

## COMPOSITION & KEY NUTRIENTS

### COMPOSITION

High quality chicken (including back and chest) (19%), wheat, dried poultry protein, rice (9%), soya meal, animal fats, digest, corn protein meal, wheat gluten, corn, dried beet pulp, minerals, dried egg, fish oil, dried colostrum (0.1%).

### KEY NUTRIENT VALUES\*

|                       |       |                                        |              |
|-----------------------|-------|----------------------------------------|--------------|
| Moisture              | 8.0%  | Calcium                                | 1.5%         |
| Protein               | 32.0% | Phosphorus                             | 1.0%         |
| Fat                   | 18.0% | Vitamin A                              | 17276 IU/kg  |
| - Omega-6 fatty acids | 2.2%  | Vitamin D <sub>3</sub>                 | 1000 IU/kg   |
| - Omega-3 fatty acids | 0.3%  | Vitamin E                              | 203 IU/kg    |
| - DHA                 | 0.07% | Vitamin C                              | 60 mg/kg     |
| - EPA+DHA             | 0.17% | Taurine                                | 1535 mg/kg   |
| Carbohydrate          | 32.5% | Metabolisable energy (ME) <sup>1</sup> | 401kcal/100g |
| Crude fibre           | 2.0%  |                                        |              |

\* Typical analysis in the final product as fed. <sup>1</sup> 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     |                          |                       |            |
| 25                                                  | 150 – 300           | 330 – 385 | 415 – 400 | 380 – 355 | 330 – Adult | 25                       | 330 – 420             | Ad libitum |
| 35                                                  | 185 – 310           | 385 – 415 | 445 – 490 | 515 – 480 | 420 – 400   | 35                       | 415 – 525             |            |
| 45                                                  | 200 – 300           | 405 – 435 | 455 – 500 | 535 – 515 | 470 – 455   | 45                       | 490 – 620             |            |
| 60                                                  | 250 – 400           | 480 – 540 | 580 – 655 | 695 – 660 | 580 – 565   | 60                       | 590 – 755             |            |
| 70                                                  | 275 – 445           | 530 – 600 | 645 – 725 | 770 – 730 | 640 – 630   | 70                       | 655 – 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.