

EVERYDAY NUTRITION: SUPERIOR NUTRITIONAL PERFORMANCE TO PROMOTE DOGS' OVERALL HEALTH

PURINA® PRO PLAN® ADULT Everyday Nutrition products are specially formulated to deliver advanced nutrition through higher digestibility and bioavailability of nutrients, thanks to PURINA®'s proprietary cooking and extrusion process.

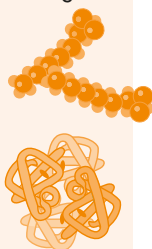
Protein is required in canine diets to provide all essential amino acids needed and nitrogen for the synthesis of non-essential amino acids and proteins, other nitrogenous compounds, and as a source of energy. An optimal level of bioavailable amino acids from high quality protein sources is essential for dogs to maintain

lean body mass and strengthen muscles, whilst also supporting a healthy skin and coat. A diet rich in high-quality protein also helps support the immune system and the underpinning function of all vital organs.

All products in the PURINA® PRO PLAN® DOG range use a proprietary process to include at least 14% frozen protein sources in their formulas. In the case of Everyday Nutrition products, this source is chicken. The use of high quality chicken in the Everyday Nutrition formulas at optimal levels significantly improves the nutritional quality of the diet leading to lasting health benefits for adult dogs fed this food.

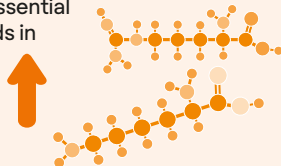
HELPS INCREASE PROTEIN AND FAT DIGESTIBILITY

When comparing dogs fed an otherwise identical diet containing either frozen chicken (FC) or poultry meal (PM) as their only source of animal protein, protein and fat digestibility were significantly better in dogs fed FC¹ compared to the PM diet.

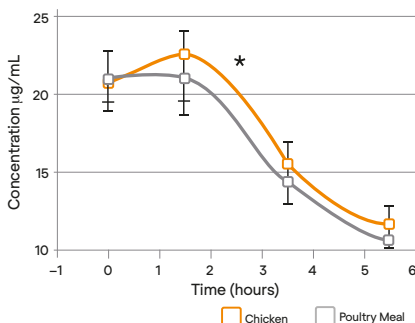


INCREASES THE BIOAVAILABILITY OF AMINO ACIDS

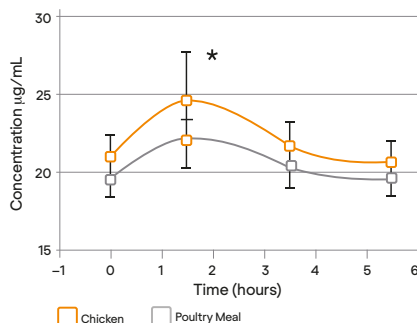
In the same study¹ the dogs fed the diet containing frozen chicken had significantly higher post-prandial blood lysine and arginine levels, indicative of greater bioavailability of these essential amino acids in the FC fed dogs.



BLOOD LYSINE



BLOOD ARGININE



1. Bouthegourd et al. (2015) PURINA® report on the impact of inclusion of frozen chicken in dog food on digestibility, bioavailability and body weight maintenance. Nestlé Internal Report.

INCREASES THE BODY'S UPTAKE OF
ESSENTIAL FATTY ACIDS

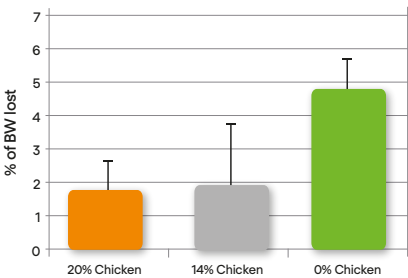
In a second study¹, dogs were fed a 25% protein diet containing either 0% or 14% frozen chicken (with the additional protein being supplied by PM). Uptake of the essential fatty acid linoleic acid was significantly higher in the 14% chicken diet due to a better fatty acid profile of this diet (higher linoleic acid content).



HELPS DOGS RESPOND BETTER TO
ENVIRONMENTAL STRESS

In the same study¹, dogs fed the 14% frozen chicken diet were better able to maintain their body weight in periods of extreme cold weather compared to dogs given a diet containing only PM. This clearly shows the long term health benefit of providing highly bioavailable essential amino acids and fatty acids in the diet of dogs.

BODY WEIGHT LOST



1. Bouthegourd et al. (2015) PURINA® report on the impact of inclusion of frozen chicken in dog food on digestibility, bioavailability and body weight maintenance. Nestlé Internal Report.

MEDIUM ADULT EVERYDAY NUTRITION



Supports
everyday health
maintenance

Complete pet food for medium size adult dogs.

✓ Maintenance diet for adult dogs 10-25 kg



3 kg and 14 kg

KEY BENEFITS



Superior nutrient absorption to fulfil your dog's needs

Specially formulated recipe to deliver higher digestibility and bioavailability of nutrients



Helps to keep your dog's coat beautifully shiny from root to tip



A combination of key nutrients that helps to support healthy joints for your dog's active lifestyle

Omega-3 fatty acids and high protein levels help to support healthy joints

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (20%), wheat, dried poultry protein, corn, rice (9%), animal fats, dried beet pulp, digest, soya meal, corn protein meal, wheat gluten, minerals, dried egg, fish oil.

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.32%
Protein	26.0%	Phosphorus	0.87%
Fat	16.0%	Vitamin A	17720 IU/kg
- Omega-6 fatty acids	2.1%	Vitamin D ₃	1002 IU/kg
- Omega-3 fatty acids	0.3%	Vitamin E	475 IU/kg
Carbohydrate	40.5%	Vitamin C	70 mg/kg
Crude fibre	2.0%	Metabolisable energy (ME) ¹	389kcal/100g

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

FEEDING GUIDELINES

DAILY FEEDING QUANTITY (ADULT MAINTENANCE)

Body weight (kg)	< 1 h activity (g/day)	1 to 3 h activity (g/day)
1	35	40
5	105	120
10	165	190
15	220	250
20	265	305
25	310	355
35	385	440
45	455	525
60	555	635
70	615	705

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