

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

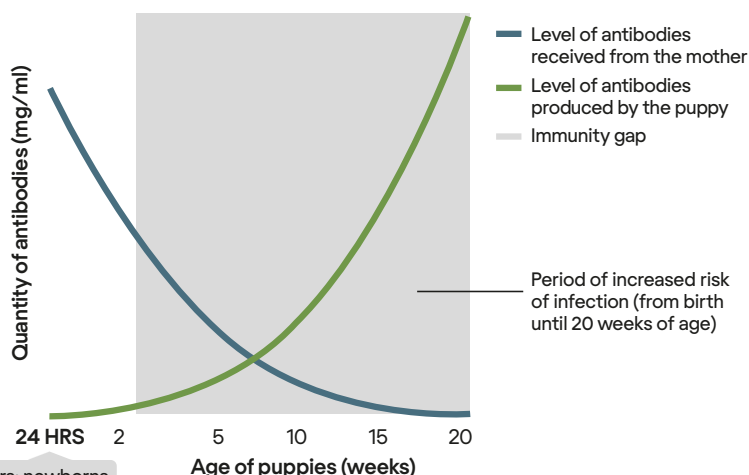
PURINA® PRO PLAN® PUPPY Healthy Start products contain bovine colostrum. Antibodies and other bioactive molecules from bovine colostrum (carefully kept in an active form during the production process) are **scientifically proven to help support puppies' immune response** – both locally and systemically¹.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

Complete pet food for small & mini size puppies.
Also suitable for gestating / lactating bitches.



With colostrum, proven to help support immune response up to 50% more



3 kg

KEY BENEFITS

- ✓ Weaning and growth (up to 9 or 12 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 total dental care

COMPOSITION & KEY NUTRIENTS

COMPOSITION

High quality chicken (including back and chest) (20%), dried poultry protein, wheat, animal fats, soya meal, rice (7%), corn protein meal, dried beet pulp, corn, wheat gluten, minerals, fish oil, dried egg, digest, dried colostrum (0.1%).

KEY NUTRIENT VALUES*

Moisture	8.0%	Calcium	1.53%
Protein	32.0%	Phosphorus	1.12%
Fat	21.0%	Vitamin A	21055 IU/kg
- Omega-6 fatty acids	2.4%	Vitamin D ₃	1183 IU/kg
- Omega-3 fatty acids	0.4%	Vitamin E	228 IU/kg
- DHA	0.07%	Vitamin C	60 mg/kg
- EPA+DHA	0.17%	Metabolisable energy (ME) ¹	413kcal/100g
Carbohydrate	29.0%		
Crude fibre	2.0%		

* 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 6 – 9 weeks	Lactation
	1.5 – 3	4 – 5	6 – 8	9 – 11	12 – 24			
1	30 – 45	50 – 45	45 – 40	40 – 35	35 – Adult	1	35 – 45	Ad libitum
5	75 – 120	125 – 130	130 – 120	115 – 110	110 – Adult	5	110 – 140	
10	100 – 170	190 – 200	205 – 175	175 – 165	165 – Adult	10	175 – 220	

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.

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