

FELINE OM St/Ox OBESITY MANAGEMENT™

Complete dietetic pet food for adult and senior cats designed for weight loss and maintenance of optimal weight, formulated with low energy density.

RECOMMENDED FOR & NOT RECOMMENDED FOR

- ✓ Obesity
- ✓ Constipation
- ✓ Hyperlipidaemia
- ✓ Diabetes mellitus in overweight cats
- ✗ Not suitable for pregnancy, lactation and growth



85 g

1.5 kg and 5 kg

KEY BENEFITS



High protein level

to help promote loss of body fat whilst maintaining muscle mass



Low calorie diet

to help with weight loss



Urinary security

Helps minimise the occurrence of struvite and calcium oxalate urinary stones, a more common concern in overweight cats

ADDITIONAL BENEFITS & CHARACTERISTICS

Proven effective solution for weight loss

Supported by clinical trials on obese cats

Helps maintain optimal body weight after weight loss

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

Helps reduce caloric intake while maintaining satiety

High level of protein and fibres

Helps support joint health which is commonly compromised in obese cats

Enriched with natural sources of glycosaminoglycans (GAGs) and omega-3 fatty acids

FELINE OM S_T/O_x OBESITY MANAGEMENT™

COMPOSITION (DRY)

Wheat gluten, corn protein meal, soya meal, dried poultry protein, wheat flour, pea hulls, cellulose, digest, minerals, soya protein powder, pork fat, fish oil, yeast, xylitol.

COMPOSITION (POUCH)

Pork (liver, kidney, lung), chicken (4%), dehydrated salmon protein, dehydrated pork protein, pea fibre, flour rice, cellulose, corn starch, minerals.

KEY NUTRIENT VALUES*

	Dry	Pouch
Moisture	6.5%	80.0%
Protein	48.0%	10.6%
Fat	8.0%	2.5%
- Omega-6 fatty acids	1.5%	0.23%
- Omega-3 fatty acids	0.4%	0.10%
Carbohydrate	22.0%	3.0%
Crude fibre	7.5%	1.4%
Crude ash	8.0%	2.7%
Taurine	1707 mg/kg	1806 mg/kg
Vitamin E	559 IU/kg	103 IU/kg
Metabolisable energy (ME) [†]	343 kcal/100g	75 kcal/100g

* Typical analysis in the final product as fed.

[†] Calculated following NRC 2006 equations.

FEEDING GUIDELINES

It is recommended that a veterinarian's opinion be sought before use or before extending the period of use. A transition period when starting the diet is advised and for an efficient weight loss or ideal weight maintenance, the recommended daily energy intake should not be exceeded. Recommended length of time: until target body weight is achieved +/- long term to prevent rebound weight gain.

The suggested daily food intake for weight loss is **based on the cat's current weight**, average caloric requirements and a desired safe weight **loss of 1% body weight per week**. Daily food intake must be adjusted according to response, generally every 2-4 weeks. PURINA® PRO PLAN® VETERINARY DIETS OM S_T/O_x Obesity Management™ must be fed until target **Body Condition Score (BCS)** is achieved. Feline OM S_T/O_x Obesity Management can be fed long-term for cats prone to gain weight using the maintenance feeding quantities.

WEIGHT LOSS

Body weight (kg)	Dry only (g/day)	Wet only (Pouch /day)	Dry + pouch	
			Dry (g/day)	Wet (pouch /day)
4	35	2	20	1
5	45	2 ½	25	1
6	55	3	35	1
7	65	3 ½	45	1
8	75	4	55	1
10	95	5	55	2

MAINTENANCE

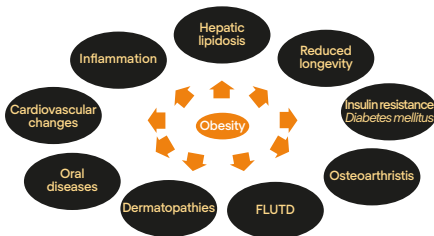
Body weight (kg)	Dry only (g/day)	Wet only (Pouch /day)	Dry + pouch	
			Dry (g/day)	Wet (pouch /day)
4	45	2 ½	30	1
5	60	3	40	1
6	70	3 ¾	50	1
7	80	4 ⅓	65	1
8	95	5	75	1
10	115	6 ⅔	80	2

1 pouch = 20g of Feline OM S_T/O_x Obesity Management™ dry. For cats over 10kg: for each additional 1 kg of body weight feed an additional 9g of dry food or ½ pouch for weight loss and feed an additional 10g of dry food or ⅔ pouch for weight maintenance.

NUTRITIONAL MANAGEMENT OF OBESITY IN CATS

Obesity and excess body weight has become a major problem in cats in many regions of the world, just as it is amongst humans. Studies suggest that up to over 40% of cats may be overweight in the UK, with up to 5-10% being classified as obese¹.

Numerous diseases have been linked with excess body weight in cats².



THE ROLE OF NUTRITION IN SUCCESSFUL WEIGHT LOSS

The goal is to encourage gradual weight loss, aiming for a reduction of approximately 1% body weight per week. This weight loss rate is more physiological, more likely to result in long-term success and reduces or avoids complications such as hepatic lipidosis associated with rapid weight loss. Appropriate dietary management should include consideration of:

- Maintenance of lean body weight and loss of excess fat

- Using a diet with increased nutrient: calorie ratio to ensure proper nutrition in the face of reduced calorie intake
- Appropriate overall caloric restriction
- Enhanced satiety if possible to discourage excess consumption
- Excellent palatability to encourage owner compliance and maintain the important part of the human-animal bond associated with feeding

*** CLINICAL ADVANTAGES WITH THE USE OF FELINE OM S_T/O_X OBESITY MANAGEMENT™**
PURINA® PRO PLAN® VETERINARY DIETS OM S_T/O_X Obesity Management™ is characterised by:

High protein levels and high protein: calorie ratio that have been proven to minimise loss of lean weight and encourage loss of fat during weight loss in cats³.

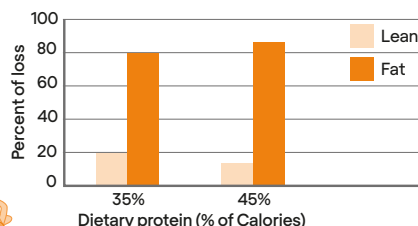


High protein levels that help reduce the oxidative stress during weight loss in cats⁴.

High protein, low fat and high fibre levels that reduce caloric density leading to effective weight loss and may increase satiety.



INCREASED PROTEIN = INCREASED FAT LOSS IN CATS³



A diet suitable for both **weight loss** and **weight maintenance** in cats prone to obesity.



The reassurance of a diet that **reduces the risk of urinary calculus** formation.



- German AJ. (2006) The growing problem of obesity in dogs and cats. *J Nutr*. **136**: 1940-46.
- Kienzle E, et al. (2006) Human-animal relationship of owners of normal and overweight cats. *J Nutr*. **136**: 1947-50.
- Lafamme DP, et al. (2005) Increased dietary protein promotes fat loss and reduces loss of lean body mass during weight loss in cats. *Intern J Appl Res Vet Med*. **3**: 62-68.
- Tanner AE, et al. (2006) Nutritional amelioration of oxidative stress induced by obesity and acute weight loss. *Comp Cont Ed Pract Vet*. **28**: 72.

Other relevant literature

- Lafamme DP. (2006) Understanding and managing obesity in dogs and cats. *Vet Clin North Am Small Anim Pract*. **36**: 1283-95.
- Lafamme DP. (1997) Development and validation of a body condition score system for cats: a clinical tool. *Feline Pract*. **25**: 13-18.