

# BIG NEWS FOR SMALL DOGS

PRO PLAN® VETERINARY DIETS now offers a new range of dry food to nutritionally support the specific needs of small dogs.

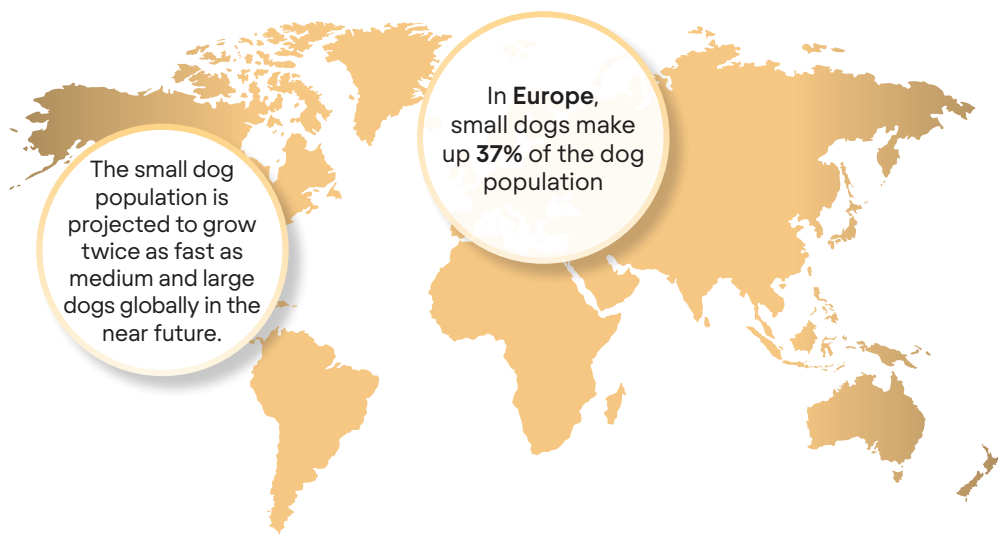


NEW



# Small dogs are taking over in a big way

In recent years, the demand for small dogs has surged, making them increasingly popular among pet owners. This growing popularity can be attributed to several factors such as adaptability to a busy lifestyle and small apartment living<sup>1</sup>.



## But how well are their needs understood?<sup>2</sup>

Knowledge gaps can occur when pet owners aren't aware of all their small dog's nutritional needs or don't consider their dog to be small.

| Commonly known                                                                                      | Partially known                                                                                     | Knowledge gap                                                                                               |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
|  Smaller kibbles |  Less food       |  Higher metabolic rate |
|                                                                                                     |  Smaller jaws    |  Dental issues         |
|                                                                                                     |  Longer lifespan |  Faster growth rate    |

Owners often recognise the importance of small kibble for small dogs but may overlook other nutritional needs.

With simple & clear information,  
your clients can know the unique needs  
of their small dog to help make decisions  
that promote their well-being.



# When it comes to nutrition, size matters

Small dog owners may not consider their dogs to be different. But from their earlier maturation to extended seniority, there are many physiological differences that mean small dogs can benefit from nutrition that is tailored to their size throughout their life.

Show your clients the links  
between size and nutrition<sup>1,2</sup>:



## Tailored nutrition fits their needs from day one

Diets formulated for small dogs provide the **right balance of essential nutrients in appropriate quantities** as they grow and develop. By guiding pet owners on the importance of diets designed to meet specific needs, you can help support their long-term health and well-being.

**Recommend tailored nutrition to your clients and make sure small dogs receive the essential nutrients they need to thrive.**

1. Middleton RP, Lacroix S, Scott-Boyer MP, et al. 2017. Metabolic differences between dogs of different body sizes. *J Nutr Metab*: 4535710.  
2. Fiszdon K, and Kowalczyk I. 2009. Litter Size, Puppy Weight at Birth and Growth Rates in Different Breeds of Dogs. *Ann Wars Univ Life Sci*. 46;161-168.

# Introducing the new **PRO PLAN® VETERINARY DIETS'** range of dry food for small dogs (<10kg)

Science-based diets specially designed to meet the unique needs of small dogs, while nutritionally supporting specific conditions.

## **EN<sup>St Dx</sup> GASTROINTESTINAL™**

**SMALL & MINI**



Complete diet to compensate maldigestion and exocrine pancreatic insufficiency in small dogs (<10kgs) and puppies.



**MICROBIOME SUPPORT**

Added prebiotic (inulin) to improve microbiome balance and digestive health.



**EASY TO DIGEST**

Formulated with easy to digest ingredients to help reduce the workload of the gut and to promote good faecal quality.



**LIMITED FAT**

Limited fat content and high in Medium Chain Triglycerides (MCTs) for an easy gut fat absorption.

### Analytical Constituents: \*

|                                   |                 |
|-----------------------------------|-----------------|
| Moisture                          | 7.5%            |
| Protein                           | 26%             |
| Fat<br>– Medium chain fatty acids | 11.4%<br>2.3%   |
| Crude fibre                       | 2.0%            |
| Metabolisable energy (ME)**       | 3717 kcal /100g |

\*Typical analysis in the final products as fed.

\*\*Using the NRC 2006 equation.

**Composition:** Rice\*, corn, dried poultry protein\*, pea protein\*, soya protein\*, digest, refined coconut oil \* (source of MCTs), corn starch\*, dried beet pulp, minerals, monoglycerides, fish oil, animal fats, chicory inulin (0.55%), refined soybean oil. \*Highly digestible ingredients.

## **OM<sup>St Dx</sup> OBESITY MANAGEMENT™**

**SMALL & MINI**



Complete diet to support the reduction of excessive body weight in small dogs



**HIGH PROTEIN**

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



**LOW KCAL**

Low calorie diet proven to promote effective and steady weight loss\*.  
\*Clinical trial on 42 dogs, using a high protein formula, Nestlé PURINA, 1999.



**REBOUND WEIGHT CONTROL**

Helps maintain optimal bodyweight after weight loss. The same diet can be fed for maintenance to reduce the risk of rebound obesity.

### Analytical Constituents: \*

|                             |                 |
|-----------------------------|-----------------|
| Moisture                    | 7.5%            |
| Protein                     | 31%             |
| Starch                      | 24.5%           |
| Fat                         | 6.3%            |
| Crude fibre                 | 10.0%           |
| Metabolisable energy (ME)** | 2990 kcal /100g |

\*Typical analysis in the final products as fed.

\*\*Using the NRC 2006 equation.

**Composition:** Corn\*, dried poultry protein, soya meal\*, wheat gluten, pea hulls\*, barley\*, cellulose, digest, glycerol, animal fats, minerals.  
\*Carbohydrate sources.



## Tailored nutrition, perfectly sized. Just like them.



Small kibble adapted  
to small dogs

Supports the fast  
metabolism of small dogs

Helps support  
dental care

Helps maintain healthy  
and shiny coat

Supports a healthy  
urinary system

## Provide variety to small dogs through **mixed feeding**

Combining dry and wet food can entice small dogs with fussier appetites with a variety of textures and flavours\*.

PRO PLAN® VETERINARY DIETS' wet food range is now available in a smaller **195g** can size for **smaller dogs**. Ideal portion size for smaller dogs, that can also be a delicious addition to the meals of larger dogs.



Reduce ingredient  
and nutrient intolerances



Compensate maldigestion  
and exocrine pancreatic  
insufficiency



Support of renal function  
in cases of Chronic Renal  
Insufficiency

\* Consult feeding guidelines for a personalised recommendation of wet food or mixed feeding. The small cans contain the same formula as the 400g cans, so can also be used for larger dogs where a small feeding amount is preferred e.g. wet food used as a topper on dry food.



PURINA®

# PRO PLAN®

VETERINARY DIETS



NEW

NEW RANGE OF DRY FOOD SPECIALLY  
FORMULATED FOR SMALL DOGS

Please speak to your PURINA® representative or visit  
[www.vetcentre.purina.co.uk](http://www.vetcentre.purina.co.uk) for more information

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