

LET'S GIVE THE



OUR DOGS REALLY NEED

The **HEALTHY LOVE** programme for getting dogs slim

 **PURINA**
PRO PLAN



Let's give **HEALTHY LOVE** to our dogs. Because with the right daily habits, diet and exercise we can help them to stay in great condition – and enjoy a healthy life together.

Dog's name: _____	Start waist measurement: _____
Start weight: _____	Veterinary surgeon: _____
Goal weight: _____	Clinic name: _____
Start Body Condition Score: _____	

Introducing the **HEALTHY LOVE** programme

Just like us, our dogs can enjoy longer, healthier lives when they are in good shape. By eating the right food and getting the right amount of exercise, every dog can maintain healthy weight.

The HEALTHY LOVE programme from PURINA® PRO PLAN® is designed to help you to give the all-round care that dogs need.

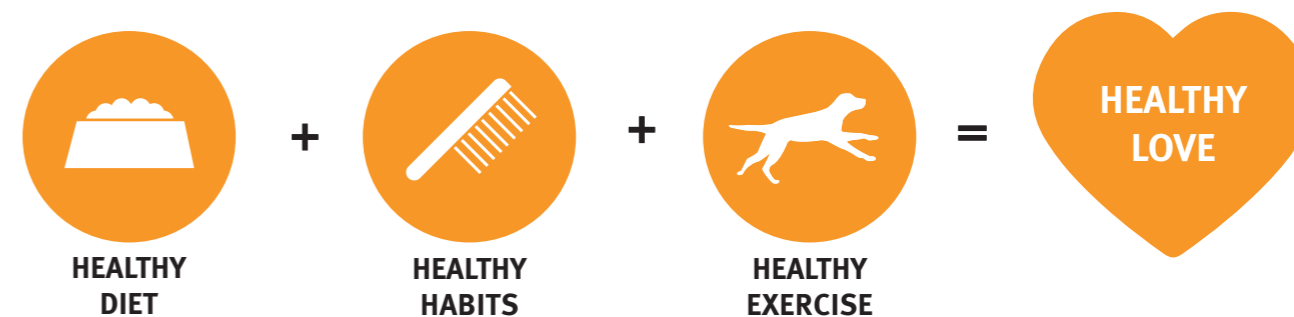
It shows how a healthy diet together with healthy habits and exercise add up to HEALTHY LOVE.

Spending quality time together, getting the right balance between calories and exercise, keeping our dogs stimulated with play – all of these daily examples of HEALTHY LOVE can make a huge difference to long-term wellbeing.

The HEALTHY LOVE approach to weight management

HEALTHY LOVE is more than a diet scientifically formulated for safe, effective weight loss. It's also a way of life. It's about making good choices and staying active.

The following pages explain our three-step approach to helping your dog back to healthy weight. You will find tips to help you change your own feeding, treat and exercise habits, as well as a tracker designed to help you and your dog chart progress and celebrate achievements.



Losing weight with **HEALTHY LOVE**



Congratulations on taking the first step towards getting your dog slim. **HEALTHY LOVE** is a fresh approach to weight management that really works. It's a simple to follow programme that looks at lifestyle and habits, not just diet.

Following the **HEALTHY LOVE** programme will help your dog lose weight, giving them numerous health benefits, as well as increasing both quality and quantity of life.

At the start of the programme, your vet will assess your dog and give a recommendation on the changes to make, including a new scientifically formulated diet that will ensure safe and effective weight loss.

During the 12-week* programme, you can track progress using the charts at the back of this booklet.

Although you will want to see results quickly, healthy weight loss should be achieved slowly and steadily. This makes it less likely that your dog will experience rebound weight gain afterwards.

The **HEALTHY LOVE** programme at a glance:

1.		2.		3.	
MEET WITH YOUR VET for an initial consultation where you will receive your starter pack		FOLLOW THE SAME PROGRAMME FOR 12 WEEKS* while increasing exercise levels monitor feeding and track progress		REVIEW PROGRESS with your vet and agree next steps to avoid future weight gain	

*This is an average minimum duration of the programme. Your vet will be able to advise if you will need longer to reach your dog's goal weight.

Getting slim with **HEALTHY LOVE**

Helping your dog to lose weight can be a challenge at times, but it's worth it for all the health benefits.

Some dogs have a greater chance of becoming overweight than others. Your dog might be in one of these categories, so they might need extra help to get slim and stay healthy for life.

- **NEUTERED DOGS:** Despite all the benefits of neutering for both male and female dogs, it can sometimes be associated with weight gain. This is because the hormonal changes cause a reduced metabolic rate (meaning neutered dogs need less calories than before) and an increased appetite.
- **HIGH RISK BREEDS:** Some breeds are simply more prone than others to becoming overweight such as Labradors and retrievers.
- **UNABLE TO EXERCISE:** Activity level plays a major role in determining the number of calories a dog requires with inactive dogs using up fewer calories.
- **OVERFED:** Some dogs are happy to eat just what they need. Even if a full bowl of food is put down, they will not consume it all. But others will eat everything they are offered! Dogs like this can be prone to weight gain if they are overfed, given an excessive quantity of treats or given food in response to their attention-seeking behaviour.

The great news is there are easy ways of solving these issues, with some of the **HEALTHY LOVE** tips highlighted in the following pages. So the next time those big brown eyes look up at you asking for a treat, give love and attention rather than food. You can be sure it's for his own good!

Did you know?



- A study from PURINA has proven that dogs consistently maintained at healthy weight (from puppyhood throughout life), were **considerably healthier and lived up to two years longer** than their littermates. In the study, **48** Labradors were paired, and one dog of each pair was fed **25%** less food than its pair-mate. The average life span was **significantly longer for the dogs maintained at healthy weight.**
- Dogs should lose no more than **2%** of their body weight each week. That means a **10kg** male West Highland Terrier should take at least 10 weeks to reach an **optimal weight of 8kg** (2% of 10kg = 200g of weight loss per week). A **40kg** female Labrador Retriever should take at least **13 weeks** to reach a **target weight of 30kg** (2% of 40kg = 800g of weight loss per week).

Give the right food in the right quantities



As with humans, weight gain in dogs is almost always caused by too many calories from food, coupled with too little exercise. And as with humans, preventing weight gain in the first place is much easier than losing weight later.

There are some simple steps you can take to avoid future problems. Discuss the right amount to feed with your vet and try to stick to it as closely as possible.

Meal size: Make sure you only give your dog the recommended amount of food each day – with nothing else except plenty of fresh water to drink. The best way to make sure you feed your dog the correct amount of food is to weigh your dog's daily ration. This has been proven much more accurate than using measuring cups.

Meal frequency: Splitting the ration into 3 or 4 meals per day means more highlights in your dog's day and less likelihood of hunger between meals.



Did you know?



- When a dog has learned a desired behaviour, you should just give treats intermittently. This increases the dog's anticipation and excitement when they receive the treat.
- Obesity is a big and growing problem – and not just for humans: Vets estimate that **45%** of dogs and **40%** of cats are either overweight or obese today.
- What's more, **77%** of vets think dog obesity is on the rise.

Diets that help dogs stay slim:

- ♥ **LOW FAT** to reduce the calories in each meal
- ♥ **HIGH PROTEIN** to maintain muscle mass and help your dog feel fuller for longer
- ♥ **COMPLEX CARBOHYDRATES AND ADEQUATE FIBRE** to stop your dog feeling hungry between meals

Snack and treat calculator

Treats and snacks can quickly add up to weight gain. But as long as you balance the amount of calories consumed with some extra activity, you should be able to keep your dog at a healthy weight. Use the chart below to help.

TREATS	ENERGY INTAKE (kcal)	DAILY ACTIVITY (equivalent)
1 piece of cheese 30g	170	7 km running uphill on a muddy surface
Sausage 50g	150	7.5 km of running uphill
1/2 bag crisps	90	9 km running
1/2 slice white buttered toast	80	8 km running
1/2 slice white unbuttered toast	40	20 minutes running in the park
1 wholemeal biscuit	70	7 km running
Roast lamb 30g	70	7 km running
Lean roast beef 28g	50	1 hour walking and running
Ham 25g	40	20 minutes running in the park
PRO PLAN® light biscuit	31	15 minutes playing with a ball
20g chicken	20	2 km running
1 carrot or 1/4 apple	10	10 minutes walking

♥ Top healthy treating tips

- Choose healthy, low calorie treats such as small pieces of lean meat, carrot sticks or PRO PLAN® Light biscuits. Also, reduce the amount of food given accordingly to ensure your dog isn't consuming excessive calories.
- Make a daily 'treat' box. Every time your dog gets a treat, put an identical one in the box. At the end of the day you can then see exactly how many treats your dog has received and also how healthy those treats have been.
- When your dog has learned a desired behaviour, just give treats intermittently. This increases the anticipation and excitement when they receive the treat.
- Why not use kibbles taken from your dog's daily ration as treats?
- Consider throwing the treat so your dog has to burn energy running to find it rather than just handing it to him.



HEALTHY DIET

Making **HEALTHY LOVE** a daily habit



HEALTHY HABITS

To help your dog keep slim for life, here are some simple ways you can develop healthy habits.

Top healthy habit tips

♥ Regularly check weight and body shape

Use the Body Condition Score system on this page to assess your dog's current condition. Adjust diet and exercise levels to keep your dog in the ideal range.

♥ Give **HEALTHY LOVE**

When your dog begs, it may not always be for food. Why not play a quick game or give a grooming session instead?

♥ Involve the whole family

It's more fun and successful when everyone is on board. Encourage everyone in the family to give exercise and play rather than food.

♥ Little things, big difference

Long walks are great, but **HEALTHY LOVE** could just be stopping what you're doing and giving five minutes of your undivided attention.

BODY CONDITION SCORE



UNDERWEIGHT (Levels 1,2,3)

1. Ribs, lower vertebrae and other bones look prominent from a distance. No body fat can be seen. Clear loss of muscle mass.
2. Ribs, lower vertebrae and pelvic bones are very visible. No body fat can be felt. Some bones are prominent. Some loss of muscle mass.
3. Ribs can be felt easily and may be visible with no fat covering. The tops of lower vertebrae are visible, and pelvic bones are becoming prominent. Clear waist and abdominal tuck



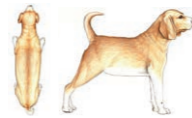
IDEAL (Levels 4, 5)

4. Ribs can be felt easily, with minimal fat covering. Waist easily seen when viewed from above. Clear abdominal tuck.
5. Ribs can be felt without much fat covering them. Waist can be seen behind ribs when viewed from above. Abdomen tucked up when viewed from side.



OVERWEIGHT (Levels 6,7,8,9)

6. Ribs can be felt, but slight excess of fat covering them. Waist can be seen from above, but not clearly. Abdominal tuck can be seen.
7. Ribs are hard to feel because of heavy fat cover. Clear fat deposits over lower spine and base of tail. Waist is barely visible. Abdominal tuck might be visible.
8. Ribs not palpable under very heavy fat cover, or palpable only with significant pressure. Heavy fat deposits over lumbar area and base of tail. Waist absent. No abdominal tuck. Obvious abdominal distension may be present.
9. Massive fat deposits over thorax, spine and base of tail. Waist and abdominal tuck absent. Fat deposits on neck and limbs. Obvious abdominal distension.



Getting your dog fit and active

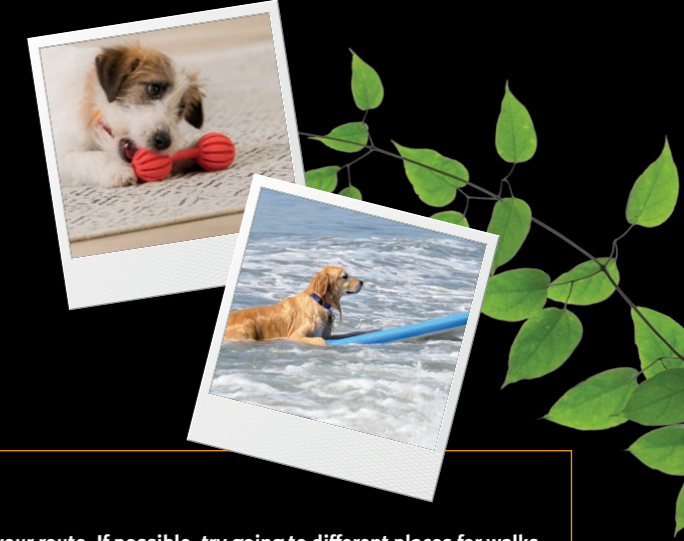


HEALTHY EXERCISE

Staying active is not just essential for your dog's health – it's important for his happiness, too. Exercise stimulates the production of serotonin and endorphins in the brain, which gives pleasure and reduces stress.

Exercise has many benefits for your dog:

- **Helps your dog lose weight and burn fat**
- **Helps your dog build lean muscles** which in turn raise their metabolic rate so they continue to burn calories even at rest
- **Stimulates his brain** so helps eliminate boredom and behavioural problems
- **Provides opportunities for dogs to socialise** with other dogs and humans – fulfilling their need for company



♥ Top healthy exercise tips

- **Get creative with your walks and games.** If your dog loves to fetch balls, take a tennis racquet out with you. You can hit a ball much further than you can throw it, so your dog will get lots more exercise.
- **Alter your route.** If possible, try going to different places for walks rather than following the same path every day.
- **Change the pace.** Make some walks slow and leisurely and some much faster. This is mentally as well as physically stimulating. Try varying the pace during the walk, too. Try 10 minutes of slow walking followed by 10 minutes of fast walking or jogging.
- **Teaming up with friends is always more fun.** Plus, your dog will burn more calories running around with other dogs.
- **Always remember to take your pooper scooper with you.**
- **Set new goals for yourselves every week.** Try doing the walk faster or try going slightly longer each day. Don't forget to build up gradually, for both your sakes! For safety, never walk your dog within one hour of eating – and wait until they have fully settled down after their walk before feeding them again. This is to avoid gastric dilation.

HEALTHY LOVE is...



HEALTHY EXERCISE



HEALTHY EXERCISE

Dogs should be exercised every day – even older or arthritic dogs. You should ask your vet for advice, as the amount needed depends on your dog's age and breed. Generally you should aim for at least 30 minutes of vigorous exercise per day. Here are just a few ideas to get you both started.



...A SPLASH IN WATER

You could show your love with a snack or a treat. Or you could show that love in a fun, healthy way instead. For an energetic activity you'll both enjoy, nothing beats a few hours at the beach or the river.



...A GAME OF FETCH

Keeping your dog fit doesn't have to be hard work. Sometimes it's the simple things that make a big difference. Help him to burn excess calories by treating him to his favourite games every day.



...A DAILY GROOM

Our dogs are happiest when they know that we love them. But instead of showing that through food, give your time and attention instead. A grooming session is the perfect way to show healthy love.

Give your dog a different kind of workout by cycling by his side from time to time. If he has bags of energy, you can even increase the pace so he can enjoy running at top speed for a while.



...A CYCLE THROUGH THE FOREST

Like us, dogs get easily bored if they do the same thing day after day. So keep exercise fun by building some healthy variety into your walks – even if that just means exploring a new area of the same park.



...A NEW ADVENTURE EVERY DAY

Show your dog how much you care by giving him exercise he'll love. Sharing a run in the park is a great way to enjoy nature together – and a great way of keeping you both fit and healthy.



...A RUN IN THE PARK

FAQs

How do I know if my pet is becoming overweight?

- Ask your vet what your pet's optimal weight is and then regularly weigh him to check he's still on track. You should also check his Body Condition Score and ensure it remains at level 4 or 5.
- If you discover any increase, gradually reduce the amount of food and increase the amount of exercise. Talk to your vet for advice before the situation gets worse. Preventing obesity is much easier than curing it!

How can I exercise older or arthritic dogs?

- Use mainly low-impact exercise such as swimming (if there is a hydrotherapy pool near your home) or walking on even terrain.
- If you play fetch, throw the ball a little closer than you used to when your dog was younger and throw it fewer times. You can also consider playing indoor fetch or a ball-rolling game.

Why do I need a special diet? Can't I just feed less of my dog's normal food?

- During a weight management programme, the diet needs to provide fewer calories without reducing the amount of vitamins, minerals and other essential nutrients. If a smaller quantity of the normal diet is given, the dog will receive fewer calories than before (good) but will also receive fewer vitamins and other nutrients (not good).

How can I stop my dog begging?

- Begging is a completely learned behaviour that is quite independent of your dog's appetite. Dogs that constantly beg have learned this from their owners. If you feed your dog from your plate or share your biscuits with him, it should be no surprise if they turn up at your side every time you are eating – you have trained them well!

I have two dogs – one overweight and one thin.

How can I manage to keep them both at an optimal weight?

- A simple answer is to feed them in separate rooms with the door shut between them.
- Remember that losing weight is not all about food. It is also about energy utilisation, so make sure your high-risk dog receives plenty of exercise. This dog may need longer walks than the thin dog, at least in the short term.

How should I change from my dog's current diet to the new low calorie food?

- Change your pet gradually over five days. Start day one on 1/5 new food and 4/5 old food and gradually increase the amount of new food until he or she is eating entirely new food on day five. Always make sure fresh water is available.



HEALTHY LOVE weight loss: getting started

Dogs are creatures of habit, so they can sometimes find change unsettling. Give your dog plenty of attention and support as you switch to the new diet. Why not schedule fun trips and activities to keep his spirits up as he gets used to the new routine?

WEEK 1		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 2		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		



HEALTHY LOVE tip

Don't give high-calorie treats such as the skin or fat from meat. They might be tasty, but even small pieces can take your dog over the daily calorie limit.



HEALTHY WEIGHT LOSS

WEEK 3		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 4		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

Did you know?



Some dogs are more prone to weight gain than others. You will need to take extra care if your dog is a high risk breed such as:

- Labradors
- Retrievers
- Cocker Spaniels
- Cairn Terriers
- Dachshunds
- Dalmatians
- Rottweilers
- Shetland Sheepdogs
- Basset Hounds
- Cavalier King Charles Spaniels
- Beagles
- Scottish Terriers

HEALTHY LOVE weight loss: keep it up

The best weight loss is gradual. Although you might not yet be seeing the difference, your dog will already be feeling the benefit. Your dog's joints will be under less strain and his heart won't have to work as hard as it did just one month ago.

WEEK 5		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 6		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		



HEALTHY LOVE tip

Don't give high-calorie treats such as the skin or fat from meat. They might be tasty, but even small pieces can take your dog over the daily calorie limit.



HEALTHY WEIGHT LOSS

WEEK 7		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 8		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

Did you know?



There are a number of ways to help your dog feel full:

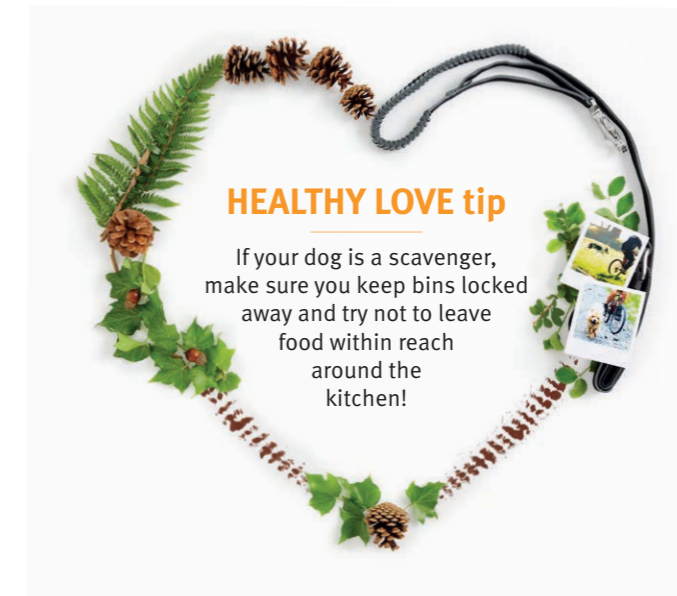
- When on a weight loss programme, feeding more small meals is generally better than one large meal. This gives your dog several highlights to their day, and helps prevent the feeling of hunger.
- Use healthy fillers such as raw or cooked vegetables (e.g. carrots, cabbage or apples) to add bulk to food without unnecessary calories.
- Place your dog's daily feeding amount into a separate container. Use this for his meals and also use the kibbles as treats during the day.

HEALTHY LOVE weight loss: see the results

Congratulations – you are now in the home stretch. It’s time to feel proud of what you have both achieved, but also to think about how to make the weight loss permanent. Talk to your vet about the best ways to avoid rebound and maintain your dog’s new healthy weight.

WEEK 9		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 10		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		



HEALTHY
WEIGHT LOSS



WEEK 11		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 12		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

Did you know?



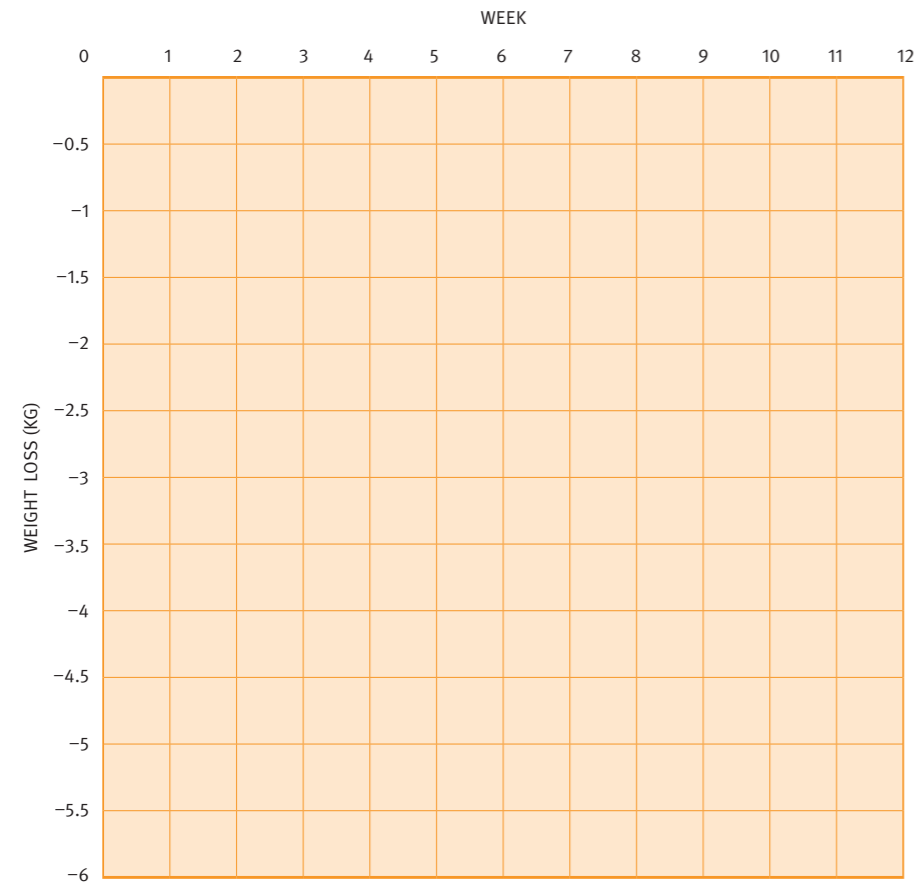
As you follow the advice of your veterinary team and begin to make small but significant steps, you will start to see real changes in your dog. Some of the benefits you can expect to notice include:

- Greater mobility
- Increased playfulness
- Less sleeping
- Less shortness of breath
- Ability to exercise for longer
- A trim, slim body shape

In just 12 weeks, you will be able to look back and be proud of what you have achieved. But more importantly, the health benefits for your dog will be enormous.

See the difference HEALTHY LOVE can make

It's all about the kilos and the centimetres. Use these charts to record your dog's progress over the weeks. You will be amazed how far you can go together.



Depending on the size of your dog, the easiest way of weighing your dog is likely to be standing on the scales together, then subtracting your weight from your combined weight.

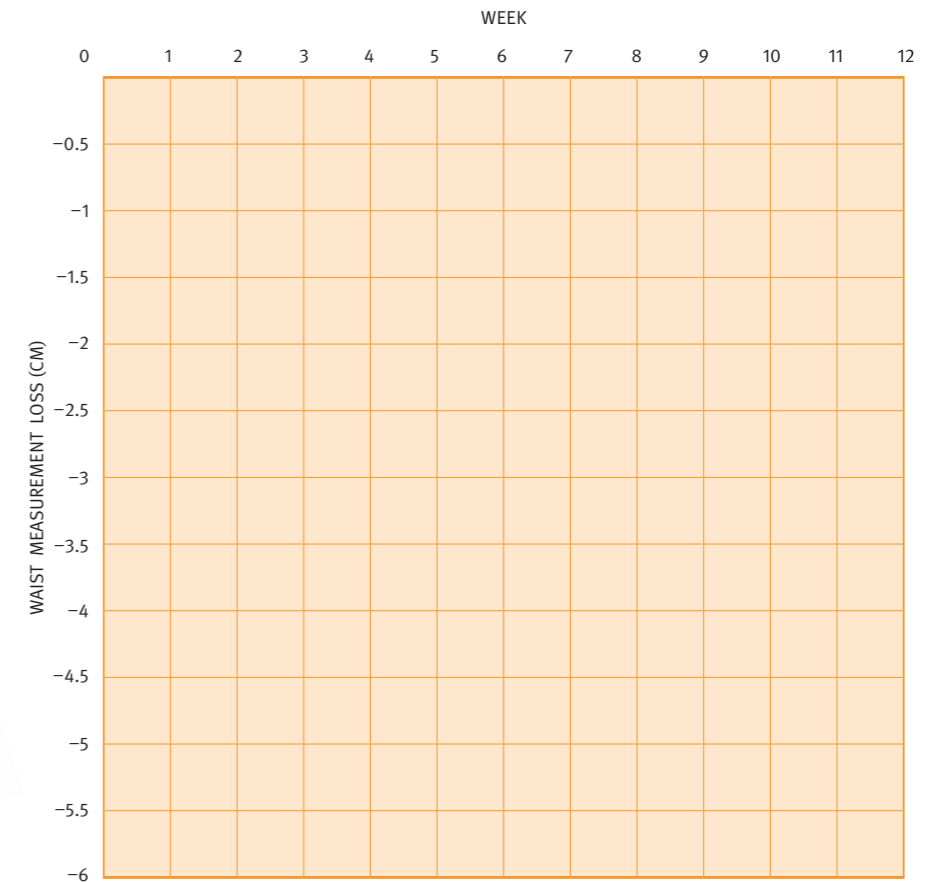


BODY CONDITION SCORE

As well as tracking your dog's weight and waist measurement, regularly check his body shape using the chart on page 8 of this booklet.



Your dog should have a noticeable 'tummy or abdominal tuck' when viewed from the side. The diagram above shows the right spot for measuring your dog's waist.



Keeping the weight off in the long term

Congratulations! You and your dog have completed the 12-week weight loss programme. Your dog may have reached healthy weight, or may still have some to lose (in which case, ask your vet about extending the programme).

Either way, you will certainly be noticing the difference in your dog. Not only will he look different, but he will be much more lively and healthy. Even a small weight loss can make a big difference to quality of life.

But now is the time to be careful. In humans and in dogs, it is common to go back to old habits and regain all the weight that has been lost.



Did you know?



To avoid rebound weight gain you should:

- Keep your dog on the same diet for a few months, using the **weighed amounts** recommended by your vet.
- Regularly visit your vet for weigh-ins – and continue to **review your dog's Body Condition Score** at home.
- **Keep up the routines** of the HEALTHY LOVE programme with exercise, diet and healthy habits.
- If you do notice your dog gaining weight, get your dog back on the programme **as soon as possible** before the problem gets worse.

Advanced nutrition for effective weight loss

The HEALTHY LOVE weight loss programme is designed around the innovative nutrition of PURINA® PRO PLAN® VETERINARY DIETS Canine OM Obesity Management. Based on decades of research by PURINA scientists, the diet is expertly formulated for safe, effective weight loss.

PURINA® PRO PLAN® Canine OM Obesity Management



A clinical diet designed for weight loss and maintenance



High protein - to help promote loss of fat while maintaining lean body mass during weight loss.



Low calorie - to help reduce quantity of calories consumed.

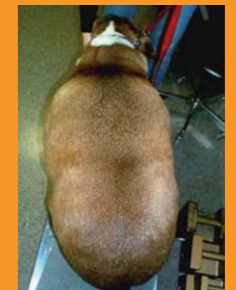


Glucose control - to help nutritionally manage diabetes mellitus.

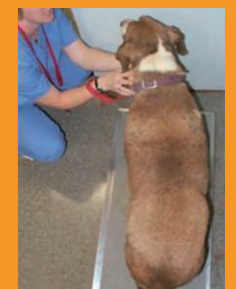
CASE STUDY

In weight loss studies, increased dietary protein level spared lean body mass and facilitated fat loss

- Raleigh (pictured) dropped from **84kg to 49kg** in just 16 months while on the diet.
- PURINA studies have shown the effectiveness of increased protein levels in Canine OM Obesity Management.
- The diet was proven to support fat loss while maintaining muscle mass.
- The **29% of high-quality protein** helps dogs feel fuller for longer, and helps reduce the risk of rebound weight gain after weight loss.



Before



After

 **PURINA**®
PRO PLAN®

To learn more about the
PURINA® PRO PLAN® HEALTHY LOVE programme, visit
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