

A black Labrador puppy is running on a sandy beach towards the camera. The puppy is holding a bright orange life preserver in its mouth. The background shows the ocean waves and a clear sky. The entire image is framed with several orange hexagonal outlines of varying sizes.

 PURINA  
PRO PLAN<sup>®</sup>

INTRODUCING

**OPTI**NUTRITION

THE SCIENCE BEHIND  
AMAZING DOGS

As a breeder, choose Purina® PRO PLAN® to help release the full genetic potential of your dogs. And as a dog lover, choose it to help them achieve peak condition and enjoy an amazing life.

Over 85 years as a pioneer in dog nutrition.

Only the highest quality ingredients go into our clinically proven flagship brand. So Purina® PRO PLAN® is an ideal diet for breeders looking to give their litters the best start in life.



## The power of nutrition

**Nutrition is the foundation of optimal health and wellbeing in dogs, and a key way for breeders to help improve dogs' lives.**

- Supports natural defences
- Improves overall health
- Helps maintain brain function

Whether you're breeding for show, for working dogs or for pet owners, the optimised nutrition of Purina® PRO PLAN® can help you achieve excellence in appearance, strength and all-round health.

OPTINUTRITION helps keep bitches in good condition for birth, as well as supporting the recovery process afterwards. And the quicker a mother regains her strength, the sooner she can begin emotionally bonding with the litter, a process that's known to play a key role in puppy sociability.

## The science behind Purina® PRO PLAN®

We all want our dogs to get the most from every moment – from enjoying walks in the rain to curling up in front of the fire. By harnessing the power of science, Purina® PRO PLAN® gives dogs the optimal foundation for a healthy, amazing life. With over 85 years as a pioneer in dog nutrition, we have a unique scientific heritage to help achieve this mission.

- Our team of experts includes nutritionists, food scientists, veterinarians and animal behaviourists
- OPTINUTRITION breakthroughs are based on original Purina studies – all either patented or published in peer-reviewed science journals
- Advancing dog nutrition is our passion. As dog owners ourselves, we're committed to finding innovative new ways to help improve their lives



# The latest innovation for breeding amazing dogs



Clinically proven **benefits** to address dogs' essential health needs

Easy to use and **tailored** to dog size, need and stage of life

Easy to **recommend** to your puppy owner, to avoid disruption in diet

Improved **palatability**

Formulated using the **highest quality ingredients**

Developed using the **latest nutritional technology**

Introducing

**OPTI**NUTRITION

The Purina<sup>®</sup>  
PRO PLAN<sup>®</sup>  
difference

Leading-  
edge science

Superior  
nutrient  
delivery

Improved  
palatability

Scientificall  
y proven  
benefits



## Benefits of fresh or frozen chicken on gestation and lactation.

A Purina case study compared two different sources of protein (chicken vs. poultry meal), in the diet of gestating and lactating bitches. The bitches were fed either a diet containing 14% frozen fresh chicken or a 0% chicken diet (in this diet, the protein contribution from chicken was replaced with the equivalent protein from poultry meal). Different parameters were measured and compared, such as food efficiency, body weight evolution during gestation and lactation, milk protein content during lactation and milk amino acid profile. The benefits of feeding a 14% chicken diet are illustrated below.

## Introducing OPTI NUTRITION

## The Purina PRO PLAN<sup>®</sup> difference

### Leading-edge science

R&D teams at Purina are constantly pioneering new ways to bring health benefits to dogs through nutrition. Many of our breakthrough discoveries have been recognised by the international scientific community.

### Scientifically proven benefits

Each Purina<sup>®</sup> PRO PLAN<sup>®</sup> diet is precisely tailored to the nutritional needs of dogs at different life stages or with specific health issues.

### Superior nutrient delivery

Proprietary cooking technology captures the best of every high-quality ingredient used across the Purina<sup>®</sup> PRO PLAN<sup>®</sup> range. By optimising digestibility and nutrient bioavailability, we maximise the long-term health benefits.

### Improved palatability

Healthy diets work best when they're good to eat. Our nutritionists have applied the latest insights into canine preferences to optimise the palatability of Purina<sup>®</sup> PRO PLAN<sup>®</sup>.

## Benefits of fresh or frozen chicken on digestibility, bioavailability and body weight maintenance.

A Purina study compared different sources of protein (frozen fresh chicken vs. poultry meal). The 16 adult dogs (of various breeds and genders) in the study were fed diets containing 25% of the total protein from chicken or 25% from poultry meal, both as the sole animal protein source. In addition, varying levels of chicken in the diets were tested. 0% chicken (sole animal protein from poultry meal), 14% or 20% chicken were tested to determine the level of chicken that would support optimal nutrient digestibility. Different parameters were measured and compared, such as digestibility, amino acids and fatty acids availability. The benefits of feeding a 25% protein diet containing 14% chicken as an animal protein source are illustrated below.

#### Better food efficiency during the lactation period

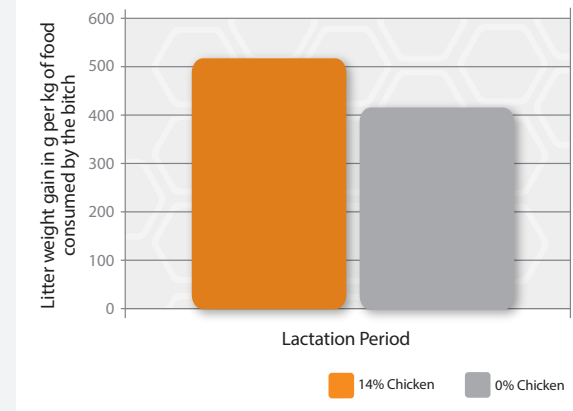


Figure 1:

The food efficiency (expressed as litter weight gain compared to quantity of food consumed during lactation) is significantly better in the 14% chicken diet compared to the 0% chicken diet.

#### Post-partum, bitches had limited weight loss and managed to return to initial body weight by the end of lactation

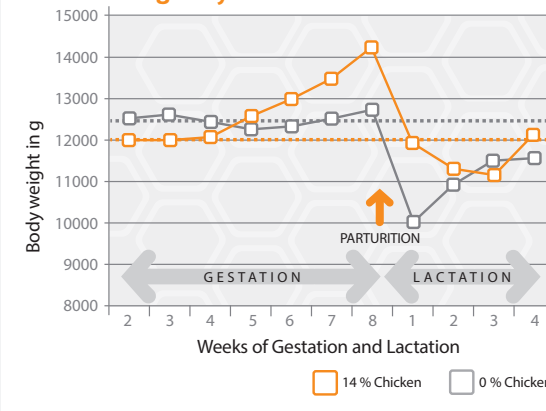


Figure 2:

Post-partum weight loss was greater in the bitch fed 0% chicken compared to the 14% chicken. Return to initial body weight was achieved in the bitch fed 14% chicken but remained approximately 10% below initial with the 0% chicken diet.

#### Higher milk protein content

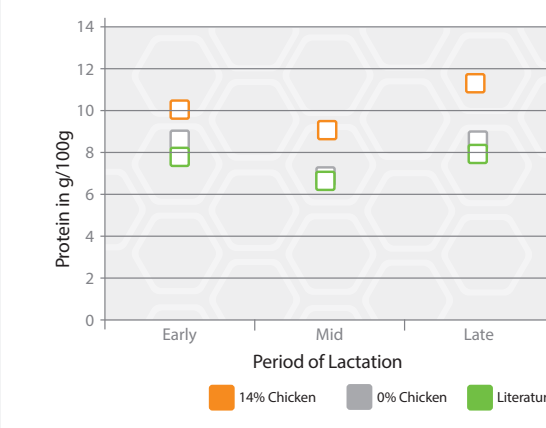


Figure 3:

Protein content of the milk from the bitch fed the 14% chicken diet was higher than the 0% chicken. Protein content of the 0% chicken bitch's milk was comparable with that reported in literature.

#### High correlation between the amino acid profile of the milk produced by the bitch and her diet's amino acid profile

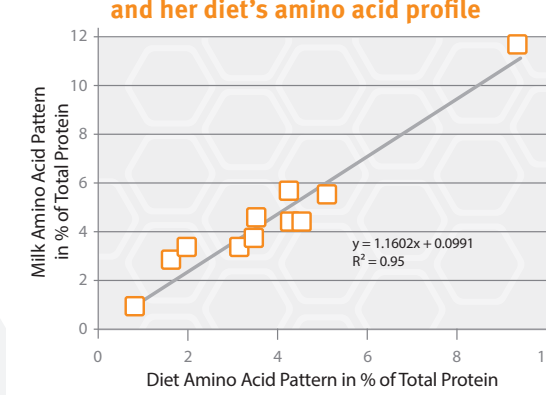


Figure 4:

Note that the milk amino acid profile is highly correlated with the diet's amino acid profile (R<sup>2</sup>=0.95).

#### Better weight maintenance during natural physiological challenge

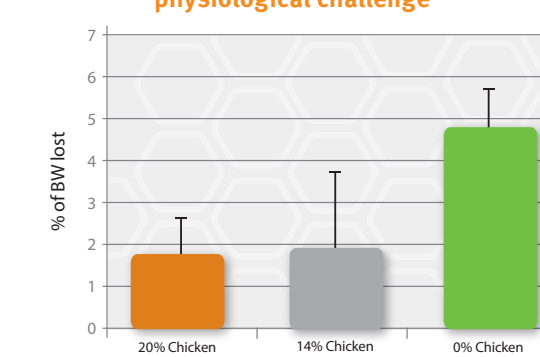


Figure 2:

Spontaneous body weight loss of the dogs during a natural physiological challenge (cold external temperatures) according to the diet. There was a trend towards increased spontaneous weight lost in the 0% chicken diet compared to 14% and 20% chicken diets. Note that there is no difference between 14% and 20% diet.

#### Significantly higher protein and fat digestibility with chicken vs. poultry meal (PM)

Digestibility	Mean ± SEM	
	Chicken	PM
Dry Matter	84.96 ± 1.42	84.96 ± 1.6
Organic Material	89.00 ± 1.13	88.61 ± 1.28
Crude Protein	88.14 ± 1.68	86.10 ± 1.85
Fat	96.59 ± 0.97	94.35 ± 1.07
Ash	35.21 ± 5.44	37.97 ± 6.56
Gross Energy	89.25 ± 1.12	88.42 ± 1.23

#### Blood lysine

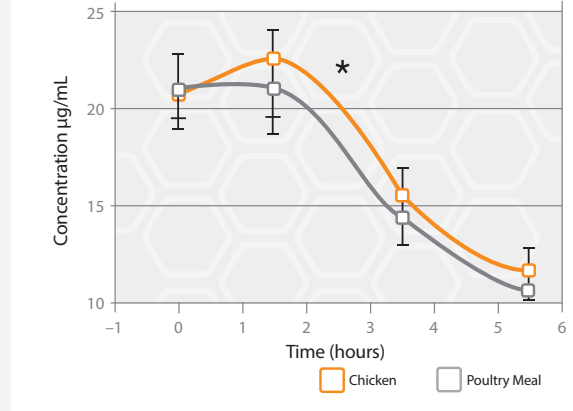


Figure 1:

Blood lysine values of dogs fed either chicken or PM (Study 1). Over time the area under the curve (AUC) was significantly higher with the chicken compared to PM diet (p<0.05).

#### Greater absorption of linoleic acid, an essential fatty acid

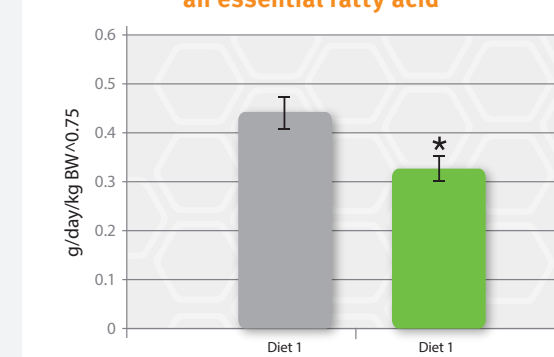


Figure 3:

Linoleic acid absorption. Net uptake of linoleic acid was significantly higher in the 20% chicken and 14% chicken diet compared to the 0% chicken diet. In conclusion: As a higher quality protein source, chicken is proven to provide key nutritional benefits versus poultry meal.

#### Greater bioavailability of the essential amino acid arginine

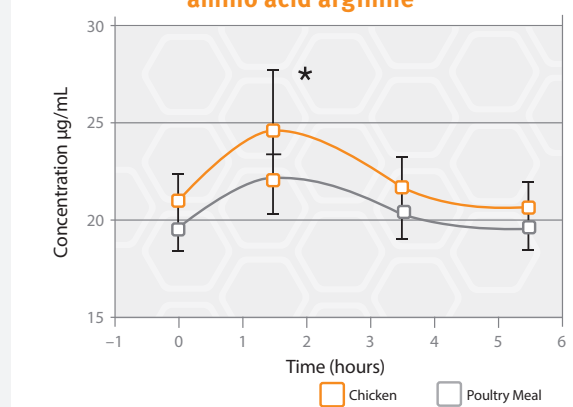


Figure 4:

Blood arginine values of dogs fed chicken or PM diets (Study 1). Diet had a significant effect on blood arginine level (p<0.05).



# Introducing

## **OPTi**NUTRITION

**OPTINUTRITION IS OUR LATEST INNOVATION** providing every dog with specifically tailored health benefits.

Based on cutting edge science, OPTINUTRITION targets the specific health needs of dogs, whatever their size, life-stage or special needs.

The levels of each nutrient in our formulas have been optimised to deliver the specific targeted health benefit.

Our proprietary manufacturing technology delivers precise nutrition whilst preserving the nutritional value and quality of our ingredients, ensuring great-tasting food that dogs will enjoy.



**OPTi**START® ..... Page 18

**OPTi**DIGEST ..... Page 22

**OPTi**DERMA ..... Page 25

**OPTi**HEALTH ..... Page 30

**OPTi**WEIGHT ..... Page 34

**OPTi**POWER ..... Page 35

**OPTi**AGE ..... Page 36

Clinically proven to stimulate the immune system and stabilise intestinal microflora

Proven to enhance digestive health and promote good faecal consistency

Clinically proven to support healthy skin and beautiful coats

Superior nutritional performance to promote dogs' overall health

Clinically proven for healthy weight loss

Increases endurance and aids rapid muscle recovery

Clinically proven to enhance brain function in ageing dogs

## OPTI NUTRITION

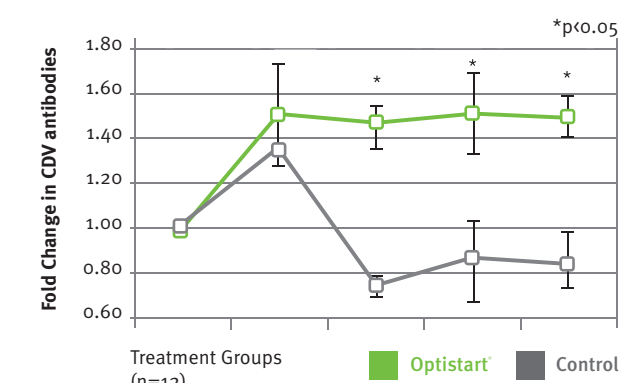
### OPTI START®

PRO PLAN® PUPPY WITH OPTI START®<sup>1</sup>

- Based on colostrum, contains bioactive molecules that act on the GALT\* stimulating the overall immune system
- Enhances specific immune response to vaccination and promotes local gut immunity
- Reinforces intestinal health by improving gut microflora diversity and stability

#### CDV vaccine response

CDV: Canine Distemper Virus



Animals fed diet with Optistart® demonstrated enhanced immune status – CDV response is stronger & lasts longer

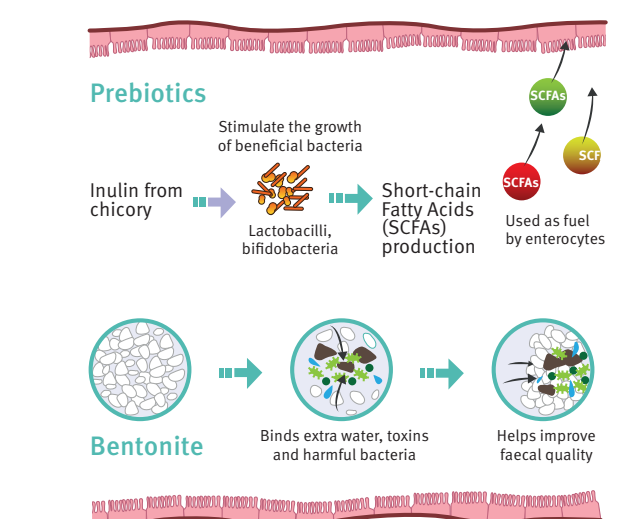
\*GALT: Gut Associated Lymphoid Tissue

<sup>1</sup>Satyaraj, E. *et al.* (2013): Supplementation of diets with bovine colostrum influences immune function in dogs. *Brit J Nutr.* 2013 Dec, **110**(12): 2216-21.

### OPTI DIGEST

PRO PLAN® SENSITIVE DIGESTION WITH OPTI DIGEST<sup>2</sup>

- Contains inulin\*, a selected prebiotic, proven to balance intestinal microflora
- Highly digestible formula specifically adapted for dogs suffering from intermittent loose stools
- Contains bentonite, a clay that binds excess water and helps improve faecal quality



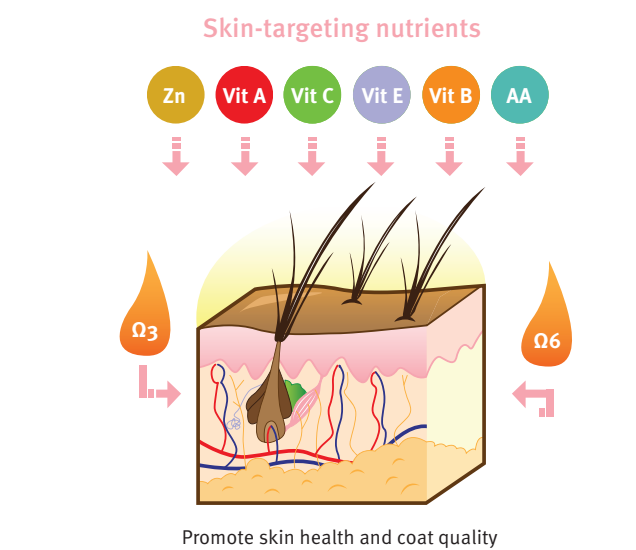
\*From chicory root

<sup>2</sup>Hernot, D. *et al.* (2008). Prebiotics and Synbiotics in Companion Animal Science. In: Versalovic, J., Wilson, M. (eds.). *Therapeutic Microbiology: Probiotics and Other Strategies.* ASM Press, Washington, DC. Pp. 357-370.

### OPTI DERMA

PRO PLAN® SENSITIVE SKIN WITH OPTI DERMA<sup>3</sup>

- Patented blend\* of skin-specific nutrients clinically proven to support skin health and promote coat quality
- Increased levels of high quality protein, essential fatty acids, zinc, vitamins A, B, C and E to help support healthy skin
- Formulated without wheat gluten, a known allergen in dogs



<sup>3</sup>Russel & Young (2008) \*\*Method for improving the skin and coat of pets\*\* Patent EP01213970 B1.  
\* Patented in Spain, France, Germany, Great Britain, Italy and Netherlands.

### OPTI HEALTH

PRO PLAN® ADULT WITH OPTI HEALTH<sup>4</sup>

- Specially formulated recipes to deliver higher digestibility and bioavailability of nutrients
- Every single nutrient level in our formulas has been optimised to deliver the exact targeted health benefit for the dog (e.g. joint, intestinal and heart health)
- Clinically proven to help maintain body weight in healthy adult dogs

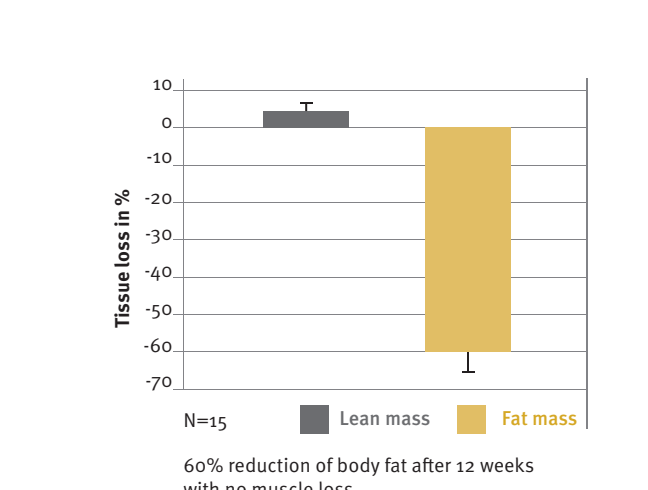


<sup>4</sup> Purina® Study (2014): Studies comparing two different sources of protein (chicken or poultry meal), demonstrating higher digestibility and bioavailability of chicken versus poultry meal, together with a trend for better weight maintenance in dogs exposed to a period of cold temperatures with the 14% chicken formula (proprietary technology).

### OPTI WEIGHT

PRO PLAN® ADULT LIGHT/STERILISED WITH OPTI WEIGHT<sup>5</sup>

- Proven efficacy in overweight dogs: 16% weight loss after just 12 weeks
- Specifically targets fat reduction whilst maintaining muscle mass: 60% reduction of fat tissue in only 12 weeks
- Help reduce the feeling of hunger thanks to high protein, complex carbohydrates and adequate fibre levels

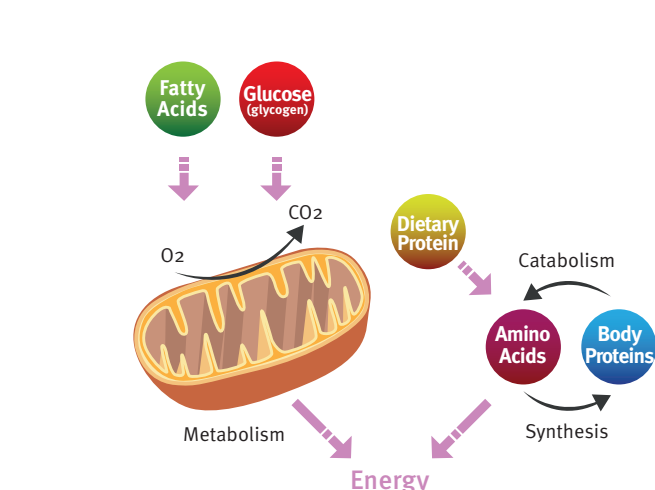


<sup>5</sup>Bouthegourd, J.-C. *et al.* (2009): Effects of Weight Loss on Heart Rate Normalization and Increase in Spontaneous Activity in Moderately Exercised Overweight Dogs. *Intern. J. Appl. Res. Vet. Med.* **7** (4) 2009. 153-164.

### OPTI POWER

PRO PLAN® ADULT PERFORMANCE WITH OPTI POWER<sup>6</sup>

- A combination of nutrients designed to increase endurance and promote active muscle recovery after exercise
- High protein and amino acids levels to maintain muscles and support muscle repair post-exercise
- Optimised dietary fat and protein levels for long lasting energy for increased endurance

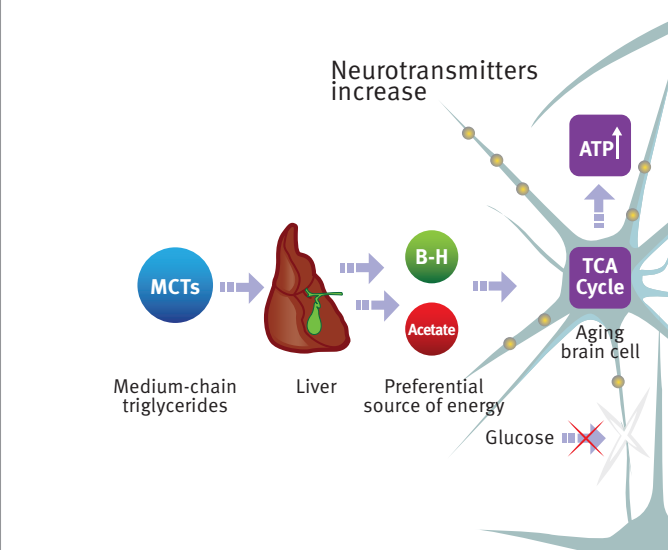


<sup>6</sup>Reynolds, A.J. *et al.* (1999): Effect of protein intake during training on biochemical and performance variables in sled dogs. *Am J Vet Res.* **60** (7), July 1999: 789-95.

### OPTI AGE

PRO PLAN® ADULT WITH OPTI AGE<sup>7</sup>

- A patented\* blend of MCTs (Medium Chain Triglycerides) to provide a preferential source of energy for ageing brain cells and enhance their performance
- Clinically proven to improve memory and attention span in ageing dogs
- Clinically proven to help older dogs stay active, lively and alert



\*Patent pending

<sup>7</sup>Pan Y, Larson BT. *et al.* (2010): Dietary supplementation with medium-chain TAG has long-lasting cognition-enhancing effects in aged dogs. *Brit J Nutr.* **103**: 1746-1754.



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

Complete pet food for medium size puppies.  
Also suitable for gestating/lactating bitches.

With special ingredient colostrum, OPTISTART helps strengthen puppies' natural defences to combat daily challenges.

With special ingredient colostrum, OPTISTART helps strengthen puppies' natural defences to combat daily challenges.

### Total Dental Care

Formulated for total dental care

### Supports Long-Term Health

Special ingredient for strong natural defences and long-term health

### Efficient Immune System

Enables puppies' developing immune system to react efficiently

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for puppies' active lifestyle

Contains high quality pieces of chicken



### Total Dental Care

Formulated for total dental care

### Supports Long-Term Health

Special ingredient for strong natural defences and long-term health

### Efficient Immune System

Enables puppies' developing immune system to react efficiently

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for puppies' active lifestyle

Contains high quality pieces of chicken



**Composition:** Chicken (18%), Wheat, Dehydrated poultry protein, Animal fat, Gluten, Maize, Soya meal, Rice (4%), Digest, Dried beet pulp, Minerals, Fish oil, Dried colostrum (0.1%).

**Composition:** Chicken (18%), Wheat, Dehydrated poultry protein, Gluten, Animal fat, Soya meal, Rice (7%), Maize, Digest, Dried beet pulp, Minerals, Fish oil, Dried colostrum (0.1%).

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	32 %
Fat	21 %
Carbohydrate	28 %
Fibre	2 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.4 %
Phosphorus	0.91 %
Sodium	0.5 %
Chloride	0.83 %
Potassium	0.67 %
Magnesium	0.11 %
Iron	179 mg/ kg
Zinc	180 mg/ kg
Copper	17 mg/ kg
Manganese	47 mg/ kg
Iodine	2.2 mg/ kg
Selenium	0.37 mg/ kg

#### VITAMINS

Vit A	15660 IU/ kg
Vit D3	879 IU/ kg
Vit E	259 mg/ kg
Vit K	0.13 mg/ kg
Vit C	60 mg/ kg
Vit B1	23 mg/ kg
Vit B2	12 mg/ kg
Vit B3	142 mg/ kg
Vit B5	39 mg/ kg
Vit B6	14 mg/ kg
Vit B8	0.19 mg/ kg
Vit B9	4 mg/ kg
Vit B12	0.23 mg/ kg
Choline	1982 mg/ kg
Taurine	865 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	3.2 %
Linoleic acid	2.9 %
Omega- 3	0.4 %
DHA	0.07 %
EPA + DHA	0.23 %

#### ENERGY

Metabolisable energy (calculated)	3.885 Kcal/ g
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#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	30 %
Fat	19 %
Carbohydrate	32 %
Fibre	2 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.3 %
Phosphorus	0.9 %
Sodium	0.46 %
Chloride	1 %
Potassium	0.88 %
Magnesium	0.11 %
Iron	202 mg/ kg
Zinc	237 mg/ kg
Copper	22 mg/ kg
Manganese	62 mg/ kg
Iodine	3 mg/ kg
Selenium	0.38 mg/ kg

#### VITAMINS

Vit A	24600 IU/ kg
Vit D3	1280 IU/ kg
Vit E	188 mg/ kg
Vit K	0.2 mg/ kg
Vit C	60 mg/ kg
Vit B1	37 mg/ kg
Vit B2	16 mg/ kg
Vit B3	197 mg/ kg
Vit B5	57 mg/ kg
Vit B6	20 mg/ kg
Vit B8	0.21 mg/ kg
Vit B9	5.9 mg/ kg
Vit B12	0.32 mg/ kg
Choline	1925 mg/ kg
Taurine	595 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.9 %
Linoleic acid	2.6 %
Omega- 3	0.4 %
DHA	0.07 %
EPA + DHA	0.22 %

#### ENERGY

Metabolisable energy (calculated)	3.785 Kcal/ g
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Complete pet food for large size puppies with an athletic physique.  
Also suitable for gestating/lactating bitches.

Complete pet food for large size puppies with a robust physique.  
Also suitable for gestating/lactating bitches.

With special ingredient colostrum, OPTISTART helps strengthen puppies' natural defences to combat daily challenges.

With special ingredient colostrum, OPTISTART helps strengthen puppies' natural defences to combat daily challenges.

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for puppies' active lifestyle

### Supports Long-Term Health

Special ingredient for strong natural defences and long-term health

### Efficient Immune System

Enables puppies' developing immune system to react efficiently

### Total Dental Care

Formulated for total dental care

### Active Metabolism

Adapted energy for puppies' more active metabolism

Contains high quality pieces of chicken

**Composition:** Chicken (17%), Dehydrated poultry protein, Wheat, Rice (9%), Gluten, Soya meal, Maize, Animal fat, Digest, Dried beet pulp, Minerals, Fish oil, Dried colostrum (0.1%).

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	32 %
Fat	17 %
Carbohydrate	32.5 %
Fibre	2 %
Ash	7 %

\* In finished product

#### MINERALS

Calcium	1.3 %
Phosphorus	0.87 %
Sodium	0.51 %
Chloride	0.77 %
Potassium	0.64 %
Magnesium	0.12 %
Iron	178 mg/ kg
Zinc	172 mg/ kg
Copper	17 mg/ kg
Manganese	45 mg/ kg
Iodine	2.1 mg/ kg
Selenium	0.36 mg/ kg

#### VITAMINS

Vit A	15659 IU/ kg
Vit D3	883 IU/ kg
Vit E	260 mg/ kg
Vit K	0.13 mg/ kg
Vit C	60 mg/ kg
Vit B1	24 mg/ kg
Vit B2	12 mg/ kg
Vit B3	141 mg/ kg
Vit B5	39 mg/ kg
Vit B6	14 mg/ kg
Vit B8	0.19 mg/ kg
Vit B9	3.9 mg/ kg
Vit B12	0.23 mg/ kg
Choline	1887 mg/ kg
Taurine	1000 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.7 %
Linoleic acid	2.5 %
Omega- 3	0.4 %
DHA	0.08 %
EPA + DHA	0.25 %

#### ENERGY

Metabolisable energy (calculated)	3.703 Kcal/ g
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### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for puppies' active lifestyle

### Supports Long-Term Health

Special ingredient for strong natural defences and long-term health

### Efficient Immune System

Enables puppies' developing immune system to react efficiently

### Total Dental Care

Formulated for total dental care

### Robust Physique

Formulated for large breed puppies with a robust physique

Contains high quality pieces of chicken

**Composition:** Chicken (17%), Wheat, Dehydrated poultry protein, Maize, Rice (6%), Soya meal, Animal fat, Wheat fiber, Gluten, Digest, Dried beet pulp, Minerals, Fish oil, Dried colostrum (0.1%).

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	29 %
Fat	15 %
Carbohydrate	36.8 %
Fibre	2.2 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.3 %
Phosphorus	0.88 %
Sodium	0.52 %
Chloride	0.74 %
Potassium	0.62 %
Magnesium	0.13 %
Iron	175 mg/ kg
Zinc	174 mg/ kg
Copper	17 mg/ kg
Manganese	45 mg/ kg
Iodine	2.1 mg/ kg
Selenium	0.35 mg/ kg

#### VITAMINS

Vit A	15779 IU/ kg
Vit D3	880 IU/ kg
Vit E	260 mg/ kg
Vit K	0.13 mg/ kg
Vit C	60 mg/ kg
Vit B1	23 mg/ kg
Vit B2	12 mg/ kg
Vit B3	141 mg/ kg
Vit B5	39 mg/ kg
Vit B6	14 mg/ kg
Vit B8	0.19 mg/ kg
Vit B9	4 mg/ kg
Vit B12	0.23 mg/ kg
Choline	1830 mg/ kg
Taurine	1000 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.6 %
Linoleic acid	2.4 %
Omega- 3	0.4 %
DHA	0.08 %
EPA + DHA	0.25 %

#### ENERGY

Metabolisable energy (calculated)	3.578 Kcal/ g
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Complete pet food for small and mini size adult dogs with sensitive digestion.

Complete pet food for medium size puppies with sensitive digestion. Also suitable for gestating/lactating bitches.

OPTIDIGEST contains a selected prebiotic source clinically proven to improve intestinal microflora balance and to promote excellent faecal consistency.

OPTIDIGEST contains a selected prebiotic source clinically proven to improve intestinal microflora balance and to promote excellent faecal consistency.

### Easily Digestible

Easily digestible for dogs with sensitive digestion

### Prebiotic for Intestinal Health

Prebiotic strongly supports intestinal health

### Improves Microflora Balance

Clinically proven to improve microflora balance

Carefully cooked to help retain the goodness from chicken through our proprietary cooking process



### Easily Digestible

Easily digestible for dogs with sensitive digestion

### Prebiotic for Intestinal Health

Prebiotic strongly supports intestinal health

### Improves Microflora Balance

Clinically proven to improve microflora balance

### Supports Long-Term Health

Special ingredient for strong natural defences and long-term health

Carefully cooked to help retain the goodness from chicken through our proprietary cooking process



**Composition:** Dehydrated poultry protein, Maize, Wheat, Chicken (14%), Animal fat, Soya meal, Maize grits, Rice (4%), Gluten, Minerals, Dried chicory root (1%, source of prebiotics), Dried egg, Fish oil, Digest, Yeast.

**Composition:** Chicken (16%), Wheat, Dehydrated poultry protein, Animal fat, Gluten, Maize, Rice (7%), Soya meal, Digest, Dried beet pulp, Dried chicory root (1%, source of prebiotics), Minerals, Dried egg, Fish oil, Dried colostrum (0.1%).

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	27 %
Fat	17 %
Carbohydrate	36 %
Fibre	3 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.4 %
Phosphorus	0.94 %
Sodium	0.48 %
Chloride	0.56 %
Potassium	0.63 %
Magnesium	0.12 %
Iron	184 mg/ kg
Zinc	203 mg/ kg
Copper	19 mg/ kg
Manganese	50 mg/ kg
Iodine	2.6 mg/ kg
Selenium	0.36 mg/ kg

#### VITAMINS

Vit A	18970 IU/ kg
Vit D3	1014 IU/ kg
Vit E	473 mg/ kg
Vit K	0.15 mg/ kg
Vit C	70 mg/ kg
Vit B1	28 mg/ kg
Vit B2	14 mg/ kg
Vit B3	163 mg/ kg
Vit B5	46 mg/ kg
Vit B6	16 mg/ kg
Vit B8	0.21 mg/ kg
Vit B9	4.8 mg/ kg
Vit B12	0.27 mg/ kg
Choline	1855 mg/ kg
Taurine	860 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.7 %
Linoleic acid	2.5 %
Omega- 3	0.4 %
DHA	0.06 %
EPA + DHA	0.2 %

#### ENERGY

Metabolisable energy (calculated)	3.650 Kcal/ g
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#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	30 %
Fat	19 %
Carbohydrate	31 %
Fibre	3 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.3 %
Phosphorus	0.88 %
Sodium	0.37 %
Chloride	0.69 %
Potassium	0.72 %
Magnesium	0.11 %
Iron	168 mg/ kg
Zinc	171 mg/ kg
Copper	16 mg/ kg
Manganese	45 mg/ kg
Iodine	2.1 mg/ kg
Selenium	0.34 mg/ kg

#### VITAMINS

Vit A	18729 IU/ kg
Vit D3	1024 IU/ kg
Vit E	260 mg/ kg
Vit K	0.15 mg/ kg
Vit C	60 mg/ kg
Vit B1	28 mg/ kg
Vit B2	14 mg/ kg
Vit B3	161 mg/ kg
Vit B5	45 mg/ kg
Vit B6	16 mg/ kg
Vit B8	0.2 mg/ kg
Vit B9	4.6 mg/ kg
Vit B12	0.26 mg/ kg
Choline	1906 mg/ kg
Taurine	761 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.9 %
Linoleic acid	2.6 %
Omega- 3	0.4 %
DHA	0.06 %
EPA + DHA	0.2 %

#### ENERGY

Metabolisable energy (calculated)	3.750 Kcal/ g
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Complete pet food for medium size adult dogs with sensitive digestion.

Complete pet food for small and mini size puppies with sensitive skin. Also suitable for gestating/lactating bitches.

OPTIDIGEST contains a selected prebiotic source clinically proven to improve intestinal microflora balance and to promote excellent faecal consistency.

OPTIDERMA includes a special combination of skin-targeting nutrients proven to support healthy skin and beautiful coat and selected sources of protein to help reduce possible skin reactions associated with food sensitivity.

### Easily Digestible

Easily digestible for dogs with sensitive digestion

### Prebiotic for Intestinal Health

Prebiotic strongly supports intestinal health

### Improves Microflora Balance

Clinically proven to improve microflora balance

Carefully cooked to help retain the goodness from chicken through our proprietary cooking process



### Healthy Immune System

Promotes a healthy immune system

### Selected Protein Sources

Selected protein sources for sensitive dogs

### Supports Healthy Skin

Clinically proven to support healthy skin

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for puppies' active lifestyle

Contains high quality protein from salmon



Formulated without wheat gluten



**Composition:** Dehydrated poultry protein, Wheat, Maize, Chicken (14%), Maize grits, Animal fat, Soya meal, Rice (4%), Digest, Gluten, Dried chicory root (1%, source of prebiotics), Minerals, Dried egg, Fish oil.

**Composition:** Salmon (18%), Rice (18%), Dehydrated salmon protein, Animal fat, Maize gluten meal, Maize starch, Soya meal, Dehydrated soya protein, Dried egg, Dried beet pulp, Maize, Dried chicory root, Minerals, Digest, Soybean oil, Fish oil.

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	25 %
Fat	15 %
Carbohydrate	40 %
Fibre	3 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.3 %
Phosphorus	0.84 %
Sodium	0.37 %
Chloride	0.61 %
Potassium	0.62 %
Magnesium	0.11 %
Iron	158 mg/ kg
Zinc	167 mg/ kg
Copper	15 mg/ kg
Manganese	43 mg/ kg
Iodine	2.1 mg/ kg
Selenium	0.32 mg/ kg

#### VITAMINS

Vit A	21940 IU/ kg
Vit D3	986 IU/ kg
Vit E	473 mg/ kg
Vit K	0.15 mg/ kg
Vit C	70 mg/ kg
Vit B1	28 mg/ kg
Vit B2	14 mg/ kg
Vit B3	162 mg/ kg
Vit B5	45 mg/ kg
Vit B6	15 mg/ kg
Vit B8	0.21 mg/ kg
Vit B9	4.7 mg/ kg
Vit B12	0.27 mg/ kg
Choline	1816 mg/ kg
Taurine	890 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.6 %
Linoleic acid	2.5 %
Omega- 3	0.3 %
DHA	0.05 %
EPA + DHA	0.15 %

#### ENERGY

Metabolisable energy (calculated)	3,550 Kcal/ g
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#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	32 %
Fat	21 %
Carbohydrate	28 %
Fibre	2.5 %
Ash	7 %

\* In finished product

#### MINERALS

Calcium	1.4 %
Phosphorus	1.05 %
Sodium	0.5 %
Chloride	0.91 %
Potassium	0.67 %
Magnesium	0.1 %
Iron	211 mg/ kg
Zinc	280 mg/ kg
Copper	16 mg/ kg
Manganese	47 mg/ kg
Iodine	2.4 mg/ kg
Selenium	0.49 mg/ kg

#### VITAMINS

Vit A	25251 IU/ kg
Vit D3	2088 IU/ kg
Vit E	480 mg/ kg
Vit K	0.18 mg/ kg
Vit C	70 mg/ kg
Vit B1	32 mg/ kg
Vit B2	15 mg/ kg
Vit B3	174 mg/ kg
Vit B5	51 mg/ kg
Vit B6	17 mg/ kg
Vit B8	0.16 mg/ kg
Vit B9	4.8 mg/ kg
Vit B12	0.26 mg/ kg
Choline	2371 mg/ kg
Taurine	960 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.3 %
Linoleic acid	1.8 %
Omega- 3	1.1 %
DHA	0.52 %
EPA + DHA	0.83 %

#### ENERGY

Metabolisable energy (calculated)	3,885 Kcal/ g
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Complete pet food for small and mini size adult dogs with sensitive skin.

Complete pet food for medium size puppies with sensitive skin. Also suitable for gestating/lactating bitches.

OPTIDERMA includes a special combination of skin-targeting nutrients proven to support healthy skin and beautiful coat and selected sources of protein to help reduce possible skin reactions associated with food sensitivity.

OPTIDERMA includes a special combination of skin-targeting nutrients proven to support healthy skin and beautiful coat and selected sources of protein to help reduce possible skin reactions associated with food sensitivity.

### Selected Protein Sources

Selected protein sources for sensitive dogs

### Supports Healthy Skin

Clinically proven to support healthy skin

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for puppies' active lifestyle

Contains high quality protein from salmon



Formulated without wheat gluten

**Composition:** Salmon (14%), Rice (14%), Dehydrated salmon protein, Maize gluten meal, Maize grits, Maize starch, Animal fat, Maize, Soya meal, Dried egg, Dried beet pulp, Minerals, Dried chicory root, Fish oil, Digest, Yeast, Soybean oil.

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	27 %
Fat	17 %
Carbohydrate	37 %
Fibre	2.5 %
Ash	7 %

\* In finished product

#### MINERALS

Calcium	1.28 %
Phosphorus	1.1 %
Sodium	0.62 %
Chloride	0.97 %
Potassium	0.66 %
Magnesium	0.1 %
Iron	159 mg/ kg
Zinc	217 mg/ kg
Copper	20 mg/ kg
Manganese	53 mg/ kg
Iodine	3 mg/ kg
Selenium	0.48 mg/ kg

#### VITAMINS

Vit A	19177 IU/ kg
Vit D3	1805 IU/ kg
Vit E	479 mg/ kg
Vit K	0.15 mg/ kg
Vit C	70 mg/ kg
Vit B1	28 mg/ kg
Vit B2	13 mg/ kg
Vit B3	154 mg/ kg
Vit B5	44 mg/ kg
Vit B6	15 mg/ kg
Vit B8	0.15 mg/ kg
Vit B9	4.3 mg/ kg
Vit B12	0.23 mg/ kg
Choline	3364 mg/ kg
Taurine	721 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2 %
Linoleic acid	1.7 %
Omega- 3	1 %
DHA	0.47 %
EPA + DHA	0.83 %

#### ENERGY

Metabolisable energy (calculated)	3.685 Kcal/ g
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### Healthy Immune System

Promotes a healthy immune system

### Selected Protein Sources

Selected protein sources for sensitive dogs

### Supports Healthy Skin

Clinically proven to support healthy skin

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for puppies' active lifestyle

Contains high quality protein from salmon



Formulated without wheat gluten

**Composition:** Salmon (17%), Rice (17%), Dehydrated salmon protein, Animal fat, Maize gluten meal, Maize starch, Soya meal, Dried egg, Digest, Dried beet pulp, Dehydrated Soya protein, Maize, Minerals, Dried chicory root, Fish oil, Soybean oil.

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	32 %
Fat	20 %
Carbohydrate	28 %
Fibre	3 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.45 %
Phosphorus	1.12 %
Sodium	0.58 %
Chloride	1.09 %
Potassium	0.71 %
Magnesium	0.11 %
Iron	193 mg/ kg
Zinc	248 mg/ kg
Copper	15 mg/ kg
Manganese	45 mg/ kg
Iodine	2.4 mg/ kg
Selenium	0.5 mg/ kg

#### VITAMINS

Vit A	22850 IU/ kg
Vit D3	2004 IU/ kg
Vit E	480 mg/ kg
Vit K	0.15 mg/ kg
Vit C	70 mg/ kg
Vit B1	28 mg/ kg
Vit B2	13 mg/ kg
Vit B3	156 mg/ kg
Vit B5	46 mg/ kg
Vit B6	15 mg/ kg
Vit B8	0.15 mg/ kg
Vit B9	4.3 mg/ kg
Vit B12	0.23 mg/ kg
Choline	3738 mg/ kg
Taurine	992 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.2 %
Linoleic acid	1.8 %
Omega- 3	1.1 %
DHA	0.55 %
EPA + DHA	0.9 %

#### ENERGY

Metabolisable energy (calculated)	3.800 Kcal/ g
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Complete pet food for medium size adult dogs with sensitive skin.

Complete pet food for all size dogs aged from 7 onwards with sensitive skin.

OPTIDERMA includes a special combination of skin-targeting nutrients proven to support healthy skin and beautiful coat and selected sources of protein to help reduce possible skin reactions associated with food sensitivity.

OPTIDERMA includes a special combination of skin-targeting nutrients proven to support healthy skin and beautiful coat and selected sources of protein to help reduce possible skin reactions associated with food sensitivity.

### Selected Protein Sources

Selected protein sources for sensitive dogs

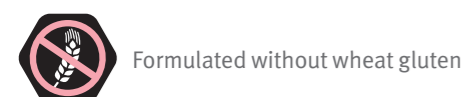
### Supports Healthy Skin

Clinically proven to support healthy skin

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for puppies' active lifestyle

Contains high quality protein from salmon



Formulated without wheat gluten

**Composition:** Salmon (14%), Rice (14%), Maize, Dehydrated salmon protein, Maize gluten meal, Maize grits, Soya meal, Animal fat, Digest, Dried beet pulp, Dried egg, Maize starch, Minerals, Fish oil, Dried chicory root, Soybean oil.

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	27 %
Fat	15 %
Carbohydrate	38 %
Fibre	3 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.4 %
Phosphorus	0.93 %
Sodium	0.5 %
Chloride	0.88 %
Potassium	0.64 %
Magnesium	0.12 %
Iron	160 mg/ kg
Zinc	205 mg/ kg
Copper	19 mg/ kg
Manganese	50 mg/ kg
Iodine	2.7 mg/ kg
Selenium	0.47 mg/ kg

#### VITAMINS

Vit A	24439 IU/ kg
Vit D3	1900 IU/ kg
Vit E	479 mg/ kg
Vit K	0.17 mg/ kg
Vit C	70 mg/ kg
Vit B1	30 mg/ kg
Vit B2	13 mg/ kg
Vit B3	159 mg/ kg
Vit B5	47 mg/ kg
Vit B6	16 mg/ kg
Vit B8	0.15 mg/ kg
Vit B9	4.6 mg/ kg
Vit B12	0.25 mg/ kg
Choline	3540 mg/ kg
Taurine	750 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2 %
Linoleic acid	1.7 %
Omega- 3	1.1 %
DHA	0.5 %
EPA + DHA	0.92 %

#### ENERGY

Metabolisable energy (calculated)	3.550 Kcal/ g
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### Selected Protein Sources

Selected protein sources for sensitive dogs

### Supports Healthy Skin

Clinically proven to support healthy skin

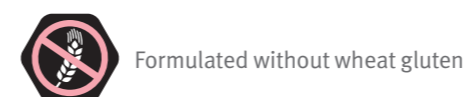
### Supports Healthy Ageing

Supports healthy ageing thanks to nutrition adapted to senior dogs

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for senior dogs' active lifestyle

Contains high quality protein from salmon



Formulated without wheat gluten

**Composition:** Salmon (17%), Rice (16%), Maize, Dehydrated salmon protein, Maize gluten meal, Soya meal, Maize grits, Dried beet pulp, Dried egg, Animal fat, Maize starch, Minerals, Dried chicory root, Digest, Soybean oil, Fish oil.

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	27 %
Fat	13 %
Carbohydrate	40.5 %
Fibre	3 %
Ash	7 %

\* In finished product

#### MINERALS

Calcium	1.24 %
Phosphorus	1 %
Sodium	0.5 %
Chloride	1.02 %
Potassium	0.83 %
Magnesium	0.12 %
Iron	173 mg/ kg
Zinc	229 mg/ kg
Copper	20 mg/ kg
Manganese	56 mg/ kg
Iodine	3.1 mg/ kg
Selenium	0.5 mg/ kg

#### VITAMINS

Vit A	23442 IU/ kg
Vit D3	1839 IU/ kg
Vit E	564 mg/ kg
Vit K	0.15 mg/ kg
Vit C	82 mg/ kg
Vit B1	28 mg/ kg
Vit B2	13 mg/ kg
Vit B3	151 mg/ kg
Vit B5	44 mg/ kg
Vit B6	15 mg/ kg
Vit B8	0.14 mg/ kg
Vit B9	4.3 mg/ kg
Vit B12	0.23 mg/ kg
Choline	2405 mg/ kg
Taurine	723 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	1.9 %
Linoleic acid	1.6 %
Omega- 3	0.9 %
DHA	0.46 %
EPA + DHA	0.74 %

#### ENERGY

Metabolisable energy (calculated)	3.468 Kcal/ g
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Complete pet food for small and mini size adult dogs.

Complete pet food for medium size adult dogs.

OPTIHEALTH is a combination of specifically selected nutrients at appropriate levels for dogs of different sizes and physiques that supports their specific needs and helps to keep them in peak condition.

OPTIHEALTH is a combination of specifically selected nutrients at appropriate levels for dogs of different sizes and physiques that supports their specific needs and helps to keep them in peak condition.

### Total Dental Care

Formulated for total dental care

### Helps Maintain a Healthy Heart

Contains nutrients which support a healthy heart

### Improves Intestinal Health

Clinically proven to improve intestinal health thanks to a natural source of fibres

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for dogs' active lifestyle

Contains high quality pieces of chicken



### Total Dental Care

Formulated for total dental care

### Superior Nutrient Absorption

Superior nutrient absorption to fulfil dogs' needs

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for dogs' active lifestyle

### Shiny Coat

Helps to keep dogs' coat beautifully shiny from root to tip

Contains high quality pieces of chicken



**Composition:** Dehydrated poultry protein, Wheat, Maize, Chicken (14%), Animal fat, Soya meal, Rice (4%), Gluten, Dried beet pulp, Minerals, Dried chicory root (1%, natural source of fibers), Fish oil, Digest, Yeast.

**Composition:** Dehydrated poultry protein, Wheat, Maize, Chicken (14%), Animal fat, Dried beet pulp, Soya meal, Maize grits, Rice (4%), Digest, Gluten, Minerals, Fish oil.

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	27 %
Fat	17 %
Carbohydrate	37 %
Fibre	2 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.4 %
Phosphorus	0.94 %
Sodium	0.63 %
Chloride	0.79 %
Potassium	0.64 %
Magnesium	0.12 %
Iron	187 mg/ kg
Zinc	197 mg/ kg
Copper	18 mg/ kg
Manganese	51 mg/ kg
Iodine	2.5 mg/ kg
Selenium	0.36 mg/ kg

#### VITAMINS

Vit A	12845 IU/ kg
Vit D3	721 IU/ kg
Vit E	473 mg/ kg
Vit K	0.1 mg/ kg
Vit C	70 mg/ kg
Vit B1	19 mg/ kg
Vit B2	10 mg/ kg
Vit B3	123 mg/ kg
Vit B5	33 mg/ kg
Vit B6	11 mg/ kg
Vit B8	0.18 mg/ kg
Vit B9	3.4 mg/ kg
Vit B12	0.19 mg/ kg
Choline	1873 mg/ kg
Taurine	868 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.7 %
Linoleic acid	2.5 %
Omega- 3	0.4 %
DHA	0.07 %
EPA + DHA	0.22 %

#### ENERGY

Metabolisable energy (calculated)	3.685 Kcal/ g
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#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	25 %
Fat	15 %
Carbohydrate	40.5 %
Fibre	2.5 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.4 %
Phosphorus	0.83 %
Sodium	0.51 %
Chloride	0.8 %
Potassium	0.62 %
Magnesium	0.12 %
Iron	187 mg/ kg
Zinc	184 mg/ kg
Copper	17 mg/ kg
Manganese	50 mg/ kg
Iodine	2.3 mg/ kg
Selenium	0.38 mg/ kg

#### VITAMINS

Vit A	20710 IU/ kg
Vit D3	933 IU/ kg
Vit E	473 mg/ kg
Vit K	0.15 mg/ kg
Vit C	70 mg/ kg
Vit B1	26 mg/ kg
Vit B2	13 mg/ kg
Vit B3	154 mg/ kg
Vit B5	43 mg/ kg
Vit B6	14 mg/ kg
Vit B8	0.2 mg/ kg
Vit B9	4.5 mg/ kg
Vit B12	0.25 mg/ kg
Choline	1825 mg/ kg
Taurine	890 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.6 %
Linoleic acid	2.4 %
Omega- 3	0.3 %
DHA	0.06 %
EPA + DHA	0.21 %

#### ENERGY

Metabolisable energy (calculated)	3.840 Kcal/ g
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Complete pet food for large size adult dogs with an athletic physique.

OPTIHEALTH is a combination of specifically selected nutrients at appropriate levels for dogs of different sizes and physiques that supports their specific needs and helps to keep them in peak condition.

### Total Dental Care

Formulated for total dental care

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for dogs' active lifestyle

### Superior Nutrient Absorption

Superior nutrient absorption to fulfil dogs' needs

### Athletic Physique

Formulated for large breed dogs with an athletic physique

Contains high quality pieces of chicken



**Composition:** Dehydrated poultry protein, Wheat, Maize, Chicken (14%), Animal fat, Soya meal, Dried beet pulp, Rice (4%), Gluten, Digest, Minerals, Fish oil.

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	27 %
Fat	17 %
Carbohydrate	36.5 %
Fibre	2.5 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.3 %
Phosphorus	0.84 %
Sodium	0.36 %
Chloride	0.56 %
Potassium	0.64 %
Magnesium	0.12 %
Iron	185 mg/ kg
Zinc	172 mg/ kg
Copper	16 mg/ kg
Manganese	46 mg/ kg
Iodine	2.2 mg/ kg
Selenium	0.37 mg/ kg

#### VITAMINS

Vit A	15799 IU/ kg
Vit D3	717 IU/ kg
Vit E	473 mg/ kg
Vit K	0.1 mg/ kg
Vit C	70 mg/ kg
Vit B1	19 mg/ kg
Vit B2	10 mg/ kg
Vit B3	122 mg/ kg
Vit B5	33 mg/ kg
Vit B6	11 mg/ kg
Vit B8	0.18 mg/ kg
Vit B9	3.3 mg/ kg
Vit B12	0.19 mg/ kg
Choline	1884 mg/ kg
Taurine	1000 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.7 %
Linoleic acid	2.5 %
Omega- 3	0.4 %
DHA	0.07 %
EPA + DHA	0.22 %

#### ENERGY

Metabolisable energy (calculated)	3.668 Kcal/ g
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Complete pet food for large size adult dogs with a robust physique.

OPTIHEALTH is a combination of specifically selected nutrients at appropriate levels for dogs of different sizes and physiques that supports their specific needs and helps to keep them in peak condition.

### Total Dental Care

Formulated for total dental care

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for dogs' active lifestyle

### Helps Fight the Challenges of Ageing

High level of antioxidants to help fight the challenges of ageing

### Robust Physique

Formulated for large breed dogs with a robust physique

Contains high quality pieces of chicken



**Composition:** Dehydrated poultry protein, Wheat, Maize, Chicken (14%), Maize grits, Soya meal, Rice (4%), Wheat fibre, Digest, Animal fat, Dried beet pulp, Gluten, Minerals, Fish oil.

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	26 %
Fat	12 %
Carbohydrate	42.5 %
Fibre	2.5 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.3 %
Phosphorus	0.86 %
Sodium	0.53 %
Chloride	0.74 %
Potassium	0.6 %
Magnesium	0.13 %
Iron	172 mg/ kg
Zinc	167 mg/ kg
Copper	16 mg/ kg
Manganese	43 mg/ kg
Iodine	2 mg/ kg
Selenium	0.34 mg/ kg

#### VITAMINS

Vit A	15797 IU/ kg
Vit D3	728 IU/ kg
Vit E	473 mg/ kg
Vit K	0.1 mg/ kg
Vit C	70 mg/ kg
Vit B1	19 mg/ kg
Vit B2	10 mg/ kg
Vit B3	120 mg/ kg
Vit B5	33 mg/ kg
Vit B6	11 mg/ kg
Vit B8	0.17 mg/ kg
Vit B9	3.3 mg/ kg
Vit B12	0.19 mg/ kg
Choline	1754 mg/ kg
Taurine	1000 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2.3 %
Linoleic acid	2.2 %
Omega- 3	0.4 %
DHA	0.08 %
EPA + DHA	0.25 %

#### ENERGY

Metabolisable energy (calculated)	3.418 Kcal/ g
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Complete pet food for overweight or sterilised adult dogs of all sizes.

Complete pet food for all sizes of active adult dogs. Also suitable for gestating/lactating bitches.

OPTIWEIGHT is proven effective for healthy weight loss and weight maintenance, thanks to high protein, low fat and adequate fibre levels. That means better\* management of dog's appetites, while maintaining muscle mass and supporting healthy joints.

\*Compared with Medium Adult OPTIHEALTH®

### Low Fat – Promotes Healthy Weight Loss

Helps maintain lean body mass during weight loss and after sterilisation

### Helps Reduce the Feeling of Hunger

Helps reduce the feeling of hunger through high protein content, complex carbohydrates and adequate fibre levels

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for dogs' active lifestyle

### Helps Prevent Future Weight Gain

Helps prevent future weight gain through lean body maintenance, encouraging calorie burning

Contains high quality pieces of chicken



**Composition:** Dehydrated poultry protein, Wheat, Maize, Chicken (14%), Dried beet pulp, Soya meal, Maize grits, Rice (4%), Gluten, Digest, Fish oil, Minerals, Animal fat.

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	27 %
Fat	9 %
Carbohydrate	44.5 %
Fibre	3 %
Ash	7 %

\* In finished product

#### MINERALS

Calcium	1.25 %
Phosphorus	0.85 %
Sodium	0.42 %
Chloride	0.7 %
Potassium	0.75 %
Magnesium	0.13 %
Iron	212 mg/ kg
Zinc	190 mg/ kg
Copper	19 mg/ kg
Manganese	52 mg/ kg
Iodine	2.4 mg/ kg
Selenium	0.42 mg/ kg

#### VITAMINS

Vit A	18700 IU/ kg
Vit D3	891 IU/ kg
Vit E	473 mg/ kg
Vit K	0.12 mg/ kg
Vit C	60 mg/ kg
Vit B1	24 mg/ kg
Vit B2	12 mg/ kg
Vit B3	135 mg/ kg
Vit B5	38 mg/ kg
Vit B6	14 mg/ kg
Vit B8	0.18 mg/ kg
Vit B9	4 mg/ kg
Vit B12	0.22 mg/ kg
Choline	2211 mg/ kg
Taurine	1519 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	1.8 %
Linoleic acid	1.7 %
Omega- 3	0.5 %
DHA	0.12 %
EPA + DHA	0.38 %

#### ENERGY

Metabolisable energy (calculated)	3.268 Kcal/ g
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OPTIPOWER is a combination of key nutrients that increases endurance and supports rapid muscle recovery and joint health. This is thanks to high levels of protein and fat in the formula and omega 3 anti-inflammatory fatty acids.

### Increased Endurance

Increased endurance for highly active and working dogs thanks to higher protein and fat levels

### Rapid Muscle Recovery

Formulated to aid rapid muscle recovery

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for dogs' active lifestyle

Contains high quality pieces of chicken

### Suitable for Gestating/Lactating Bitches

Provides all the nutrients your lactating bitch needs to nourish strong puppies

**Composition:** Chicken (18%), Wheat, Dehydrated poultry protein, Gluten, Animal fat, Maize, Soya meal, Rice (4%), Digest, Dried beet pulp, Minerals, Fish oil, Maize grits.

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	30 %
Fat	21 %
Carbohydrate	30 %
Fibre	2 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.3 %
Phosphorus	0.89 %
Sodium	0.46 %
Chloride	0.94 %
Potassium	0.8 %
Magnesium	0.1 %
Iron	163 mg/ kg
Zinc	175 mg/ kg
Copper	17 mg/ kg
Manganese	47 mg/ kg
Iodine	2.2 mg/ kg
Selenium	0.35 mg/ kg

#### VITAMINS

Vit A	15681 IU/ kg
Vit D3	1024 IU/ kg
Vit E	473 mg/ kg
Vit K	0.12 mg/ kg
Vit C	70 mg/ kg
Vit B1	24 mg/ kg
Vit B2	12 mg/ kg
Vit B3	137 mg/ kg
Vit B5	38 mg/ kg
Vit B6	14 mg/ kg
Vit B8	0.17 mg/ kg
Vit B9	3.9 mg/ kg
Vit B12	0.22 mg/ kg
Choline	1981 mg/ kg
Taurine	677 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	3.1 %
Linoleic acid	2.8 %
Omega- 3	0.7 %
DHA	0.16 %
EPA + DHA	0.52 %

#### ENERGY

Metabolisable energy (calculated)	3.885 Kcal/ g
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Complete pet food for small and mini size dogs aged from 9 onwards.

Complete pet food for medium and large size dogs aged from 7 onwards.

Through our exclusive, patented<sup>1</sup> blend of nutrients, OPTIAGE is proven to enhance brain function and helps increase activity levels, liveliness and interest in playtime of ageing dogs.

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<sup>1</sup> Patent pending (for EU)

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### Total Dental Care

Formulated for total dental care

### Supports Healthy Ageing

Thanks to nutrition adapted to senior dogs

### Enhances Brain Function

Proven to enhance brain function for more active years through our exclusive blend of nutrients

### Supports Healthy Joints

A combination of key nutrients that helps to support healthy joints for senior dogs' active lifestyle

Contains high quality pieces of chicken



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A combination of key nutrients that helps to support healthy joints for senior dogs' active lifestyle

Contains high quality pieces of chicken



**Composition:** Dehydrated poultry protein, Wheat, Maize, Chicken (14%), Gluten, Soya meal, Vegetable oil fractions, Rice (4%), Dried beet pulp, Minerals, Animal fat, Maize grits, Fish oil, Digest, Yeast.

**Composition:** Dehydrated poultry protein, Wheat, Maize, Chicken (14%), Gluten, Soya meal, Vegetable oil fractions, Rice (4%), Dried beet pulp, Minerals, Maize grits, Animal fat, Digest, Fish oil.

#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	29 %
Fat	15 %
Carbohydrate	37 %
Fibre	2 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.26 %
Phosphorus	0.93 %
Sodium	0.63 %
Chloride	1.01 %
Potassium	0.86 %
Magnesium	0.12 %
Iron	202 mg/ kg
Zinc	220 mg/ kg
Copper	21 mg/ kg
Manganese	57 mg/ kg
Iodine	2.8 mg/ kg
Selenium	0.4 mg/ kg

#### VITAMINS

Vit A	12823 IU/ kg
Vit D3	711 IU/ kg
Vit E	559 mg/ kg
Vit K	0.1 mg/ kg
Vit C	82 mg/ kg
Vit B1	19 mg/ kg
Vit B2	10 mg/ kg
Vit B3	123 mg/ kg
Vit B5	33 mg/ kg
Vit B6	12 mg/ kg
Vit B8	0.18 mg/ kg
Vit B9	3.4 mg/ kg
Vit B12	0.19 mg/ kg
Choline	2022 mg/ kg
Taurine	831 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2 %
Linoleic acid	1.8 %
Omega- 3	0.4 %
DHA	0.07 %
EPA + DHA	0.22 %

#### ENERGY

Metabolisable energy (calculated)	3,585 Kcal/ g
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#### KEY NUTRIENTS\*

Moisture	9.5 %
Protein	29 %
Fat	15 %
Carbohydrate	37 %
Fibre	2 %
Ash	7.5 %

\* In finished product

#### MINERALS

Calcium	1.3 %
Phosphorus	0.86 %
Sodium	0.52 %
Chloride	1.02 %
Potassium	0.86 %
Magnesium	0.12 %
Iron	201 mg/ kg
Zinc	219 mg/ kg
Copper	20 mg/ kg
Manganese	57 mg/ kg
Iodine	2.8 mg/ kg
Selenium	0.4 mg/ kg

#### VITAMINS

Vit A	16545 IU/ kg
Vit D3	713 IU/ kg
Vit E	559 mg/ kg
Vit K	0.1 mg/ kg
Vit C	82 mg/ kg
Vit B1	19 mg/ kg
Vit B2	10 mg/ kg
Vit B3	122 mg/ kg
Vit B5	33 mg/ kg
Vit B6	12 mg/ kg
Vit B8	0.18 mg/ kg
Vit B9	3.3 mg/ kg
Vit B12	0.19 mg/ kg
Choline	2025 mg/ kg
Taurine	872 mg/ kg

#### ESSENTIAL FATTY ACIDS

Omega- 6	2 %
Linoleic acid	1.9 %
Omega- 3	0.3 %
DHA	0.07 %
EPA + DHA	0.23 %

#### ENERGY

Metabolisable energy (calculated)	3,585 Kcal/ g
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Small & Mini Puppy

From weaning to 6 or 9 months of age according to size

Medium Puppy

From weaning to 12 months of age

Large Athletic Puppy

From weaning to 24 months of age

Large Robust Puppy

From weaning to 24 months of age

All Sizes Adult

Performance

Small & Mini Puppy

Sensitive Skin From weaning to 6 or 9 months of age according to size

Small & Mini Adult

Sensitive Skin

Medium Puppy

Sensitive Skin Sensitive Skin From weaning to 12 months of age

Medium Adult

Sensitive Skin

Medium & Large Adult 7+

Sensitive Skin From 7 years of age onwards

Table with 12 columns, each representing a product variant. Each column contains a detailed list of nutrients (Moisture, Protein, Fat, Carbohydrate, Fibre, Ash, Minerals, Vitamins, Energy) and their values in various units (%, mg/kg, IU/kg, Kcal/g).

\* In finished product

Small & Mini Adult

Sensitive Digestion

Medium Adult

Sensitive Digestion

Medium Adult

Sensitive Digestion

Small & Mini 9+ Adult

From 9 years of age onwards

Medium & Large 7+ Adult

From 7 years of age onwards

Small & Mini Adult

Medium Adult

Large Athletic Adult

Large Robust Adult

All Sizes Adult

Light/ Sterilised

Table with 12 columns, each representing a product variant. Each column contains a detailed list of nutrients (Moisture, Protein, Fat, Carbohydrate, Fibre, Ash, Minerals, Vitamins, Energy) and their values in various units (%, mg/kg, IU/kg, Kcal/g).

\* In finished product

# The Purina® PRO PLAN® range



Large Athletic: Puppy



Large Robust: Puppy



Medium: Adult



Medium: Puppy



Medium: Puppy



All size: Adult 7+



Medium: Adult



Medium: Puppy



Small & Mini: Adult



Large Athletic: Adult



Large Robust: Adult



Medium: Adult



Medium/Large: Adult 7+



Small & Mini: Puppy



Small & Mini: Adult



Small & Mini: Puppy



Small & Mini: Adult



All Sizes: Adult



All Sizes: Adult



Small & Mini: Adult 9+

**OPTI**START®  
PUPPY

**OPTI**DIGEST  
SENSITIVE DIGESTION

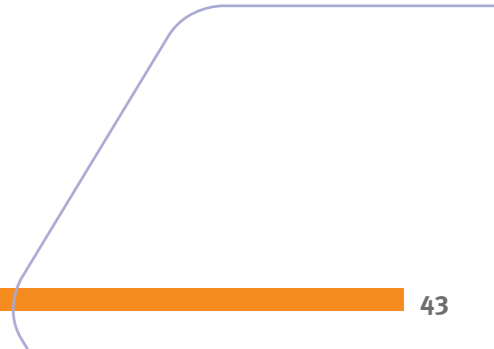
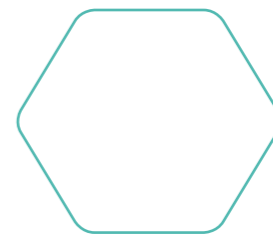
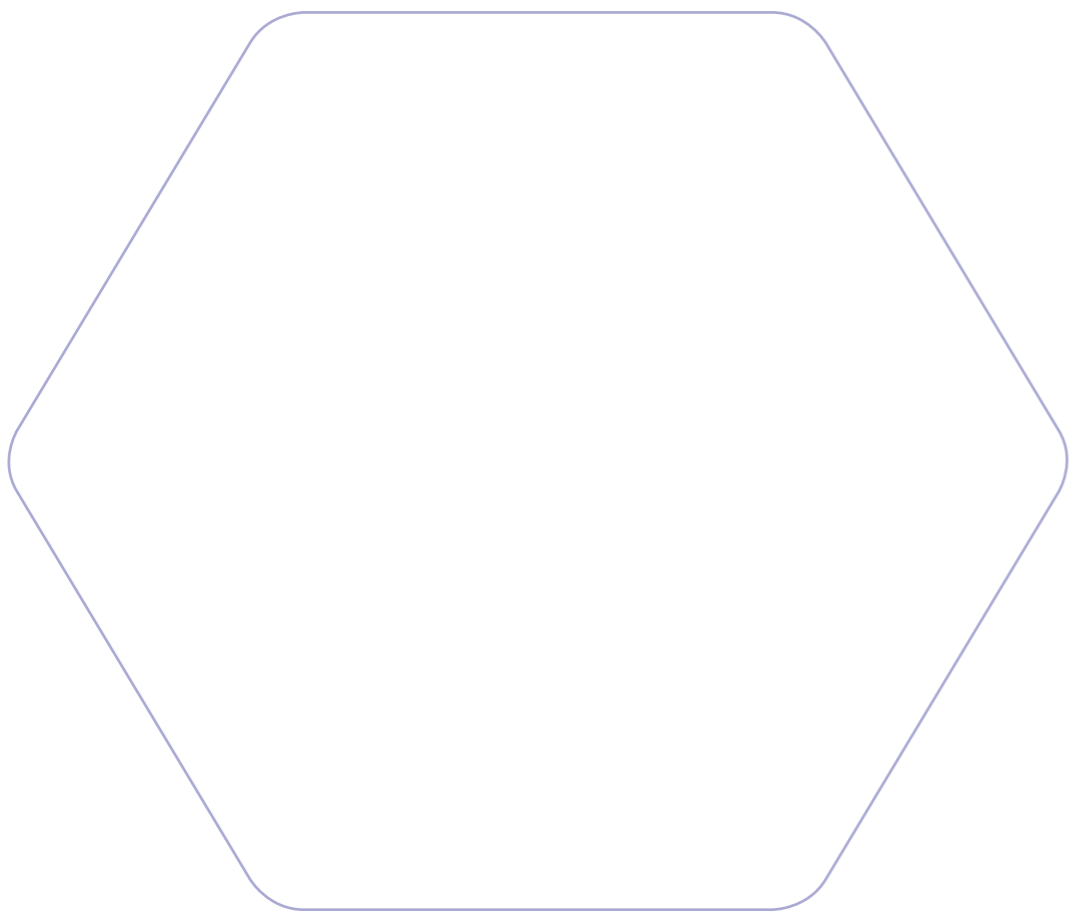
**OPTI**DERMA  
SENSITIVE SKIN

**OPTI**HEALTH  
ADULT

**OPTI**WEIGHT  
ADULT LIGHT/  
STERILISED

**OPTI**POWER  
ADULT PERFORMANCE

**OPTI**AGE  
ADULT 7+





To learn more about Purina® PRO PLAN®  
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