



 PURINA[®]
PRO PLAN[®]

WEIGHT MANAGEMENT

The three-step HEALTHY LOVE approach
from PURINA[®] PRO PLAN[®]

INTRODUCING “HEALTHY LOVE”

A positive approach to the weight management issue for cats and dogs

At PURINA, we believe obesity is one of the major health issues facing pets today

It is a growing problem for owners everywhere, and also a complex and sensitive condition for veterinarians to treat. We have therefore made tackling pet obesity one of our main social commitments.



♥ A POSITIVE MESSAGE
The **HEALTHY LOVE** programme is designed to open a different angle for discussion with your clients: no sense of guilt, no judgment, no lecturing. Our message empowers and encourages owners to make positive lifestyle changes for their pets.

♥ A DIFFERENT APPROACH
Unlike other programmes, **HEALTHY LOVE** recognises the causes of obesity are often cultural and behavioural rather than clinical.

♥ BEYOND TRADITIONAL DIETS
Encouraging owners in a positive way to make simple changes in their daily lives that will help pets achieve healthy weight

HEALTHY LOVE stages:

- PREVENTING**
obesity in normal-weight pets
- CORRECTING**
obesity in overweight pets
- AVOIDING**
rebound weight gain through long-term maintenance of healthy weight

HEALTHY LOVE toolkit:

- A RUN IN THE PARK**
 - Awareness posters
 - Educational brochure
 - Healthy tips
 - PURINA® PRO PLAN® maintenance diets
- A GAME OF FETCH**
 - Starter kit
 - Progress tracker booklet
 - Healthy tips
 - PURINA® PRO PLAN® clinical diets
 - Feeding guidelines calculator and online resource
- A DAILY GROOM**
 - Healthy tips
 - PURINA® PRO PLAN® maintenance diets

TRIED, TESTED, EFFECTIVE
In recent research with 300 European pet owners:

- **86%** said **HEALTHY LOVE** was a new and different approach to weight management
- **87%** said it would inspire them to take action and adopt new healthy habits for their pet

Source: Survey of 300 cat and dog owners in UK, Italy, France and Russia, conducted in July 2016 by The Pet Connection, on behalf of PURINA.

PIONEERS IN WEIGHT MANAGEMENT

Innovations that have made a difference

PURINA has been responsible for many successful veterinary tools and nutritional innovations that deliver significant clinical advantages in preventing and managing obesity

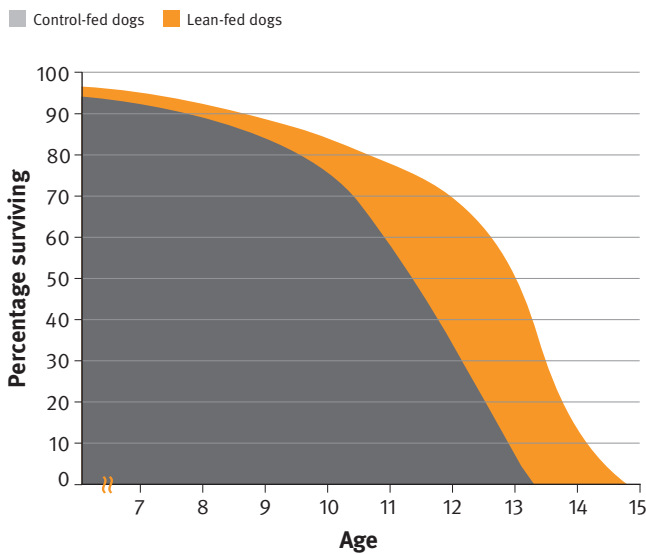
First canine Lifespan study¹

PURINA was the first company to prove the importance of maintaining dogs throughout their lives in a lean body condition with the completion of the first ever canine life span diet restriction study. This 14 year longevity study remains the longest ever mammalian study done to investigate the effects of caloric restriction and is quoted in both human and pet scientific literature as being the most effective to demonstrate the long-term benefits of caloric restriction.

When maintained in lean body condition, the median life span of Labrador Retrievers was extended. Additionally, the age when 50% of the dogs required treatment for a chronic health condition (such as osteoarthritis) improved to 12 years among the lean body condition dogs, compared to 9.9 years for the control group.



Survival curves for the controlled-feeding group compared to lean-fed group of Labrador Retrievers



The Body Condition Score system

This tool, designed to help vets objectively and more accurately monitor the body condition of dogs and cats, was developed by PURINA scientists² and is directly derived from the Lifespan study. Today it is used globally not only in scientific studies but as a useful clinical tool in daily small animal practice.

PURINA was first to use high protein levels

PURINA scientists^{3,4} were the first to demonstrate that an increased dietary protein level, combined with a higher protein to calorie ratio, helps stimulate fat loss but also helps preserve lean body mass during weight loss compared to a control diet with a lower protein level. Preservation of lean body mass, together with a gradual weight reduction programme, helps reduce the risk of rebound weight gain.

1. Kealy RD *et al* (2002) effects of diet restriction on life span and age-related changes in dogs. *J Am vet Med Assoc* **220**: 1315-1320

2. Laflamme *et al* (1997) Development and validation of a BCS for dog. *Canine Practice* **22** 10-15

3. Hannah SS, Laflamme DP (1998) Increased dietary protein spares lean body mass during weight loss in dogs. *J Vet Int Med*, **12**:224

4. Laflamme DP, Hannah SS (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

PREVENTION IS EASIER THAN CURE

Long-term solutions to help prevent weight gain

PROVEN FORMULAS | HIGH QUALITY INGREDIENTS | HIGHLY PALATABLE

Preventing obesity in high-risk pets is easier than correcting it when it occurs⁵

- Despite the many weight management programmes available, the incidence of pet obesity is still rising
- Discussing weight management is challenging and time-consuming for busy vets, but educating owners of pets helps to prevent problems happening

Pets at high risk include:

- High-risk breeds such as Labradors
- Neutered animals
- Pets receiving little exercise (indoor cats, unable or unwilling owners)
- Pets “over-humanised” by owners
- Dogs with overweight owners

DOGS

Key indications

- For neutered or spayed dogs or those at high risk of becoming overweight
- Also for long-term weight maintenance after successful weight loss

PURINA® PRO PLAN® ALL SIZE LIGHT/ STERILISED WITH OPTIWEIGHT™ – DRY



Key clinical benefits:

- **Low fat and high protein** – proven to help maintain lean muscle mass during weight loss and after sterilisation
- **Helps reduce the feeling of hunger** – promotes satiety thanks to high protein content, complex carbohydrates and adequate fibre level
- **Supports healthy joints** – contains omega-3 fatty acids, high protein levels and glucosamine

CATS

Key indications

- For cats at high risk of becoming overweight such as less active or sedentary cats
- Also for long-term weight maintenance after successful weight loss

PURINA® PRO PLAN® LIGHT – DRY



Key clinical benefits:

- **High protein, low fat** – helps maintain lean body mass
- **Highly palatable recipe** – made with cuts of turkey and a very palatable kibble coating to promote client compliance
- **Helps maintain hair health and beauty during weight loss** – contains vitamin A, essential fatty acids and zinc for silky and glossy coat

Key indications

- For neutered or spayed cats

PURINA® PRO PLAN® STERILISED & STERILISED ADULT 7+ – DRY/WET



Key clinical benefits (dry):

- **Helps maintain an ideal body weight** – contains a high protein level (41%), added fibre and low carbohydrates. Feeding guidelines adapted to the lower energy needs of neutered cats
- **Helps reduce the risk of feline lower urinary tract disease (FLUTD)** – with urine RSS and APR undersaturated or in the low metastable range for struvite and calcium oxalate

⁵. German AJ. (2010). Obesity biology and management. In: *Ettinger SJ and Feldman EC Textbook of Veterinary Internal Medicine, 7th ed. Missouri: Saunders. 122-124.*

AVOIDING REBOUND WEIGHT GAIN

Maintaining healthy weight after successful weight loss

Rebound weight gain after successful weight loss is a common⁶ experience

It is often caused by poor compliance and a return to bad habits by owners. Effective weight management programmes should therefore include support to help owners keep their pets at healthy weight in the long term.

Recent research shows it takes 8–12 months⁷ for new habits to “stick”

We therefore recommend dogs and cats are closely monitored for at least a year (and preferably for life and are kept on the recommended diet for at least 8–12 months. After this time you can consider gradually transitioning to a **PURINA® PRO PLAN®** Light maintenance diet



PURINA® PRO PLAN® VETERINARY DIETS reduce the risk of rebound weight gain:

- With 29% high-quality protein and added fibre, Canine OM Obesity Management helps promote satiety and reduce the risk of rebound weight gain after weight loss
- Feline OM Sτ/Ox Obesity Management contains 48% protein and added fibre, which helps improve satiety and reduces the risk of rebound weight gain in cats

PURINA can help with optimal diets and practical tools:

For pets at a high risk of becoming overweight (BCS 4 or 5 for dogs or BCS 5 for cats) or for pets maintaining long-term healthy weight to avoid rebound weight gain, recommend **PURINA® PRO PLAN®**.

Did you know?

A recent study showed that not only does putting pets on a weight reduction diet lighten the weighing scales – but it can also lighten owners’ pockets.

Contrary to owners’ concerns, the cost of specialist diets for weight management is on average cost-neutral compared to feeding their everyday diet plus treats – and can even be cheaper!⁸

6. German AJ, Titcomb JM, Holden SL, Queau Y, Morris PJ, Biourge V (2015) Cohort Study of the Success of Controlled Weight Loss Programs for Obese Dogs. *J Vet Intern Med.* **29**(6):1547-55

7. Lally P et al (2010) How are habits formed: Modelling habit formation in the real world. *Eur. J. Soc. Psychol.* **40**, 998–1009

8. German AJ et al (2015) Feeding obese dogs during weight loss is on average cost-neutral *Journal of Small Animal Practice* **56**(6):366-9

SOLUTION IS OFTEN ABOUT MANAGING OWNERS

Advanced nutritional diets and effective tools from PURINA® PRO PLAN® VETERINARY DIETS

CLINICALLY PROVEN EFFICACY | HIGH QUALITY INGREDIENTS | HIGHLY PALATABLE

Correcting obesity is not an easy process

- Just over half of all obese dogs on a controlled weight-loss programme reach their target weight⁶ – often due to lack of compliance by owners
- Conversations with pet owners about weight management can be complicated and time-consuming as obesity is a sensitive subject

PURINA can help with optimal diets and practical tools:

For pets currently overweight or obese (BCS 6+), recommend PURINA® PRO PLAN® VETERINARY DIETS.

DOGS

Key indications

- Obesity and weight management
- Weight loss for diabetic dogs
- Fibre-responsive diseases such as constipation and hyperlipidaemia

CANINE OM OBESITY MANAGEMENT – DRY/WET



Key clinical benefits:

- **High protein** – to help promote loss of fat while maintaining lean body mass during weight loss³
- **Low fat and low calorie** – to help reduce quantities of calories consumed
- **Proven successful in weight loss and for avoiding weight rebound**
- **Helps ensure compliance** – feeding guidelines based on dog's current weight (not estimated ideal weight)

CATS

Key indications

- Obesity
- Constipation
- Hyperlipidaemia
- Diabetes mellitus in overweight cats

FELINE OM St/Ox OBESITY MANAGEMENT – DRY/WET



Key clinical benefits:

- **High protein, low fat and low calorie diet** – helps promote loss of fat while maintaining lean body mass during effective and steady weight loss⁴
- **Formulated to promote low RSS and APR** – to help prevent the development of struvite and oxalate uroliths, a more common concern in overweight or obese cats
- **Proven success in effective weight loss** – supported by clinical trials on obese cats
- **Helps ensure compliance** – feeding guidelines based on cat's current weight (not estimated ideal weight)

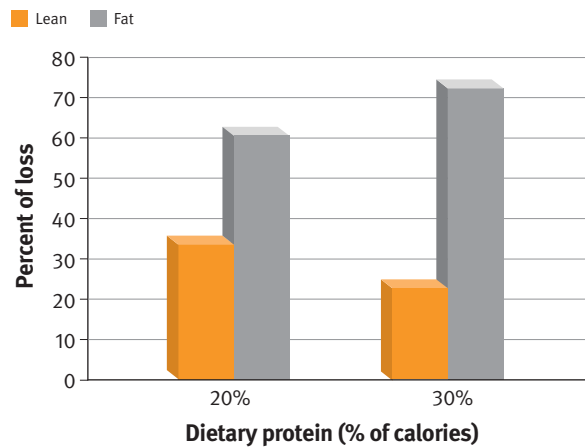
PROVEN EFFICACY

Clinical diets that deliver results for cats and dogs

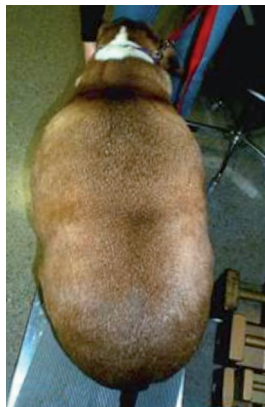
CASE STUDY | Dog

Increased dietary protein level = loss of fat while maintaining lean body mass

- In weight loss studies, increased protein in Canine OM Obesity Management spared lean body mass and facilitated greater fat loss in dogs during weight loss
- Raleigh lost **35 kg** to drop from 84 kg to 49 kg in just **16 months** on Canine OM Obesity Management
- With **29%** high quality protein, Canine OM Obesity Management dry helps promote satiety and reduce the risk of rebound weight gain after weight loss



Before

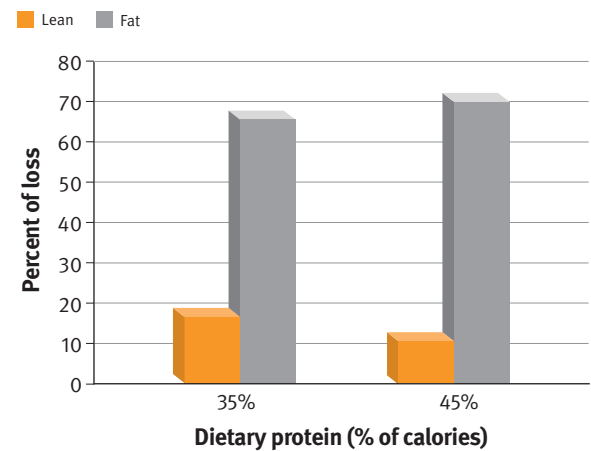


After



CASE STUDY | Cat

Increased dietary protein = increased fat loss in cats



PURINA® PRO PLAN® feeding guidelines based on pet's current weight

PURINA approach:

- Vet weighs pet and recommends food quantity based on current weight using table on pack
Easy for vet and reliable (not based on guesswork)
- Vet weighs pet at each check-up, gradually reducing recommended food quantity according to table on pack
Less risk of hunger early in the diet and increased likelihood of compliance

Many competitors use "estimated ideal weight":

- Vets must estimate the pet's "estimated ideal weight" ("target weight") and recommend food quantity based on this
Requires breed standard tables for purebreds and "intelligent guesswork" for cross breeds
- This quantity of food is given daily until pet reaches target weight
Food quantity drops dramatically at the start of programme, meaning greater hunger and potentially poor compliance

OBESITY MANAGEMENT

Product Selector

PET OVERWEIGHT

Body Condition Score 6+

TOO HEAVY

- 6 Ribs palpable with slight excess fat covering. Waist is discernible viewed from above but is not prominent.
- 7 Ribs palpable with difficulty; heavy fat cover. Noticeable fat deposits over lumbar area and base of tail.
- 8 Ribs not palpable under very heavy fat cover, or palpable only with significant pressure.
- 9 Massive fat deposits over thorax, spine and base of tail. Waist and abdominal tuck absent.

PET NORMAL WEIGHT BUT HIGH RISK OF OBESITY

Body Condition Score – 4–5 (dogs) / 5 (cats)

IDEAL

- 4 Ribs easily palpable, with minimal fat covering. Waist easily noted, viewed from above.
- 5 Ribs palpable without excess fat covering. Waist observed behind ribs when viewed from above.
- 5 Well-proportioned; observe waist behind ribs; ribs palpable with slight fat covering.

PURINA
PRO PLAN
VETERINARY
DIETS

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OM OBESITY MANAGEMENT (Dogs)

OM St/Ox OBESITY MANAGEMENT (Cats)

Successfully reaches healthy body weight

Stay on OM or OM St/Ox Obesity Management for at least 8 months* with close veterinary supervision

If still successfully maintaining normal weight after 8 months* – gradual transition to Maintenance diets (with close monitoring of weight)

NEUTERED

• HIGH RISK BREED
• INADEQUATE EXERCISE (indoor cats, pet or owners unable to exercise)

PURINA® PRO PLAN® STERILISED & STERILISED ADULT 7+ (Cats)

PURINA® PRO PLAN® LIGHT/STERILISED (Dogs)

PURINA® PRO PLAN® LIGHT (Cats)

***Why do we recommend an 8 month period on a veterinary diet before transitioning to a weight maintenance diet?**

New habits are hard to keep- and none more so than those relating to food! Research shows that habits relating to feeding take on average 66 days to form - but for some individuals they can take as long as 8 months*. For this reason we recommend at least eight months on a veterinary diet before transitioning to a weight maintenance diet. Keeping a pet at optimal weight for eight months plus before making diet changes helps to entrench good feeding, exercise and treat habits. By this point, owners will really see the difference in their pets' energy levels and quality of life so will be more motivated to keep good habits. However, each individual is different, so pet owners will need your expert veterinary support to keep their pet slim for life.

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To find out more, please contact your PURINA representative.
Committed to providing you with a simple and effective nutritional solutions for cases of obesity.

PURINA