

# CANINE OM OBESITY MANAGEMENT™

A complete dietetic pet food for adult dogs for the reduction of excessive body weight and for the regulation of glucose supply (diabetes mellitus).

## RECOMMENDED FOR & NOT RECOMMENDED FOR

- ✓ Obesity and weight management
- ✓ Weight loss for diabetic dogs
- ✓ Fibre-responsive diseases such as:
  - constipation
  - hyperlipidaemia
- ✓ Fibre-responsive colitis
- ✗ Not suitable for growth and reproduction
- ✗ Conditions associated with hypercatabolic state (advanced heart failure, CKD IRIS stages 3 and 4)



400 g 1.5 kg, 3 kg and 12 kg

## KEY BENEFITS



HIGH PROTEIN

### High protein level

to help promote loss of fat while maintaining muscle mass<sup>1</sup>



LOW KCAL

### Low calorie diet to help with weight loss



GLUCOSE CONTROL

### Glucose control

Low Glycaemic Index carbohydrate sources to help nutritionally manage diabetes mellitus<sup>1</sup>

## ADDITIONAL BENEFITS & CHARACTERISTICS

### Helps promote effective and steady weight loss

Supported by a clinical trial on obese dogs\*

### Helps reduce caloric intake while maintaining satiety

High protein level and added fibre

### Helps reduce post-prandial fluctuation in blood glucose

Low glycaemic index complex carbohydrate

### Helps maintain optimal bodyweight after weight loss

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

<sup>1</sup> Dry Formula only.

\* Clinical trial on 42 dogs, using a high protein formula, Nestlé PURINA®, 1999.

# CANINE OM OBESITY MANAGEMENT™

## COMPOSITION (DRY)

Corn\*, soya meal\*, dried poultry protein, barley\*, wheat gluten, pea hulls\*, cellulose, digest, minerals, pork fat.

\* Carbohydrate sources.

## COMPOSITION (CAN)

Pork heart and liver, poultry heart and liver, cellulose powder, flour rice, minerals, sugar.

## KEY NUTRIENT VALUES\*

	Dry	Wet
Moisture	7.5%	78.5%
Protein	29%	8.7%
Fat	6%	2.5%
- Linoleic acid	1.5%	0.5%
Carbohydrate	41%	3.7%
- Starch	23.1%	0.9%
- Total sugars	1.7%	0.9%
Crude fibre	10%	4.4%
Soluble fibre	1.6%	0.3%
Insoluble fibre	18.7%	5.5%
Vitamin E	300 IU/kg	73 IU/kg
Metabolisable energy (ME) <sup>†</sup>	2961 kcal/kg	568 kcal/kg

\* Typical analysis in the final product as fed.

<sup>†</sup> Calculated following NRC 2006 equations.

## FEEDING GUIDELINES

The suggested daily food intake for weight loss is based on the dog's current weight, average caloric requirements and a desired weight loss of 1-2% of body weight per week. Daily food intake must be adjusted every 4 weeks. PURINA® PRO PLAN® VETERINARY DIETS OM Obesity Management™ can be fed long term for dogs prone to weight gain using the maintenance feeding quantities. In case of hyperlipidaemia the recommended period of use is initially up to 2 months.

### FOR ADULT MAINTENANCE

Body weight (kg)	Dry (g/day)	Can/day	Dry + can combined	
			Dry (g/day)	Can/day
2.5	75	¾	35	½
5	120	1 ¾	45	1
10	190	3	115	1
15	250	3 ½	175	1
25	355	4 ⅔	200	2
35	440	5 ¾	290	2
45	525	7 ¼	370	2
70	705	9	475	3

### FOR ADULT WEIGHT LOSS

Body weight (kg)	Dry (g/day)	Can/day	Dry + can combined	
			Dry (g/day)	Can/day
2.5	60	¾	20	½
5	95	1 ¼	60	½
10	155	2	75	1
15	200	2 ⅔	125	1
25	285	3 ¾	130	2
35	355	4 ⅔	200	2
45	420	5 ½	265	2
70	565	7 ½	335	3

For each additional 5 kg of body weight, feed an additional 25 g of dry food or ½ of can per day for weight loss and feed an additional 30g of dry food or ½ of can per day for weight maintenance.