MEDICAL INDICATIONS

- Obesity *(weight loss and weight maintenance)*
- Osteoarthritis in overweight dogs
- Constipation
- Diabetes mellitus in overweight dogs
- Hyperlipidemia in overweight dogs

VETERINARY EXCLUSIVE

PURINA®

PRO PLAN®

VETERINARY DIETS

OM

METABOLIC RESPONSE

+

JOINT MOBILITY

CANINE WEIGHT MANAGEMENT

INDICATION RELEVANCE

Approximately

56%

of dogs in the U.S. are estimated to be overweight or obese.[1] These pets are at increased risk of secondary health concerns like musculoskeletal disorders, metabolic and endocrine disorders, cardiorespiratory dysfunction, urinary tract disease, and others.[2]

Approximately 20% of dogs over the age of 1 are affected by osteoarthritis,[3] and **dogs with OA are 1.7x more likely to be overweight or obese.[4]**

[1]Association for Pet Obesity Prevention, "2018 National Pet Obesity Awareness Day Survey Dogs & Cats", *http://www.petobesityprevention.org*, (March 2022).

[2]A. J. German, V. H. Ryan, A. C. German, et al., "Obesity, its associated disorders and the role of inflammatory adipokines in companion animals." *Veterinary Journal* 185(1) (2010): 4–9.

DIETARY MODIFICATION

Dietary modifications are the foundation of weight loss programs.

Monitoring calorie intake, while ensuring complete & balanced nutrition with high protein, is the basis for a healthy weight loss diet and program.

[3]*Blackwell's Five-Minute Veterinary Consult: Canine and Feline*, Seventh Edition (2021): 115. Hoboken, NJ.

[4]*Banfield State of Pet Health Report* (2019).

GUIDE TO A SUCCESSFUL WEIGHT LOSS PROGRAM[5]

CLIENT ACCEPTANCE

- Ask permission—"I'd like to spend some time discussing [pet]'s weight and diet. Would you be open to that?"
- Emphasize health benefits of weight loss, and health concerns associated with obesity
- Express empathy

COMPREHENSIVE NUTRITION HISTORY

- Nutritional status is impacted by the animal, the diet, the environment, and human-related factors
- Start with broad, open-ended questions to draw out more detail

INDIVIDUALIZED RECOMMENDATIONS

- Take into account the client's lifestyle, goals, and expectations, and the human-animal bond
- Involve the client in the decision-making process by exploring nutrition options together
- Make a clear nutrition-related recommendation, then elicit client feedback and modify recommendation as necessary

FOLLOW-UP AND MONITORING

- Weight check-ins regularly—initially 1-2 weeks later
- Focus on BCS goal and rate of loss (1–2% per week) rather than final weight

CELEBRATE SUCCESS!

[5]"AAHA Nutrition and Weight Management Guidelines for Dogs and Cats," (2021).

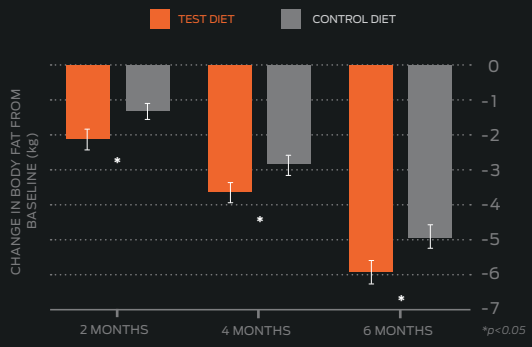
RESEARCH AND RESULTS

THE SCIENCE THAT SETS US APART

A Purina clinical study evaluated the impact of a test diet vs. a control diet on weight loss and metabolic health indicators over the course of 6 months.[6] Caloric restriction was 25% MER for months 1–4 and 40% MER for months 5–6.

CHANGE IN BODY FAT

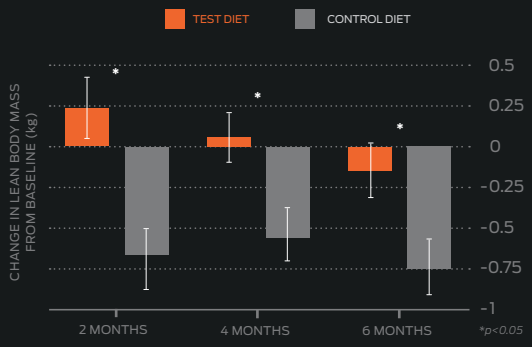
Change in body fat from baseline (kg) between the test and control diets



Dogs fed the test diet lost significantly more body fat compared to dogs fed the control diet.

CHANGE IN LEAN BODY MASS

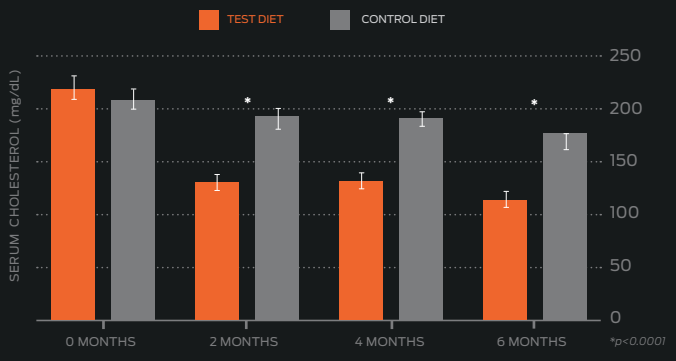
Change in lean body mass from baseline (kg) between the test and control diets



Dogs fed the control diet lost significantly more lean body mass compared to dogs fed the test diet.

METABOLIC HEALTH INDICATORS

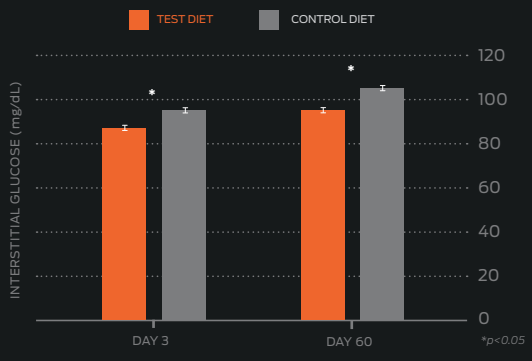
EFFECTS OF THE DIETS ON FASTING SERUM CHOLESTEROL BETWEEN THE TEST AND CONTROL DIETS



Serum cholesterol values decreased 45% in the dogs fed the test diet over the 6-month study.

Also, triglycerides decreased 35% in the dogs fed the test diet over the 6-month study.

COMPARISON OF MEAN POSTPRANDIAL INTERSTITIAL GLUCOSE WITHIN 6 HOURS OF FEEDING BETWEEN THE TEST AND CONTROL DIETS



Postprandial glucose was significantly lower in the dogs fed the test diet vs. control at study end.

Also, after 6 months of weight loss, average change in fasting serum insulin from baseline was 4 times lower in the dogs fed the test diet compared to change in insulin from baseline in dogs fed the control diet.

[6]NPPC Internal Data (2022).

OM Metabolic Response + Joint Mobility

has a unique 3:1 protein-to-starch ratio and was shown to reduce body fat while minimizing loss of lean body mass in a 6-month weight loss study.*

Shown to reduce select pro-inflammatory cytokines after 6 months of weight loss*	Helps improve select metabolic health indicators	High level of omega-3 fatty acids (EPA) to help nutritionally manage dogs with joint conditions

*Caloric restriction @25% MER for months 1–4 and @40% MER for months 5–6; on package feeding instructions reflect 40% restriction.

A CLOSER LOOK

A GLIMPSE INSIDE THE SCIENCE

A HEALTHY APPROACH

A UNIQUE NUTRITIONAL APPROACH TO HEALTHY WEIGHT LOSS WITH JOINT HEALTH BENEFITS

>> 3:1 protein-to-starch ratio

>> Shown to reduce body fat and minimize loss of lean body mass in a 6-month weight loss study*

>> Natural fiber contributes to satiety

>> Isoflavones help reduce the risk of weight regain and fat accumulation

>> High level of omega-3 fatty acids (EPA) to help nutritionally manage dogs with joint conditions

>> Contains glucosamine to help support cartilage health

>> Vitamins A & E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress

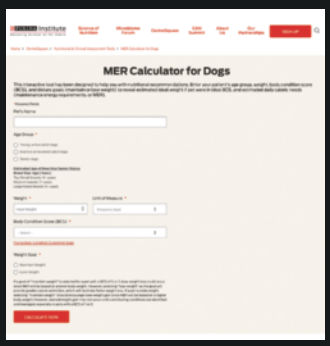
TRANSFORM YOUR CANINE PATIENTS' METABOLISM AND PROMOTE MOBILITY

SUPPORTING TOOLS

WELLNESS RESOURCES

Body Condition Score Sheet

Diet History Form—Purina Institute



MER Calculator—Purina Institute

Weight Wheel

Learn more at **PurinaProPlanVets.com**

For more information, visit www.PurinaProPlanVets.com or call us at 1-800-222-VETS (8387), 8:00 am to 6:00 pm CST, Monday–Friday.

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