

INTRODUCING

NC

NEUROCARE

A breakthrough nutritional approach based on pioneering research.

BRAIN FUNCTION



Formulated with MCT and neuroprotective nutrients clinically proven to help enhance canine brain function

COGNITIVE FUNCTION



Formulated to **help support** cognitive function in elderly dogs

MCT



Ketogenic diet that provides an alternative source of energy for the brain



PURINA[®]
PRO PLAN[®]
VETERINARY
DIETS



*based on declared amount of MCT in the ingredient list

Your veterinary clinic details:

For more information, please speak to your veterinary surgeon or contact Nestlé Purina at xxxx

PURINA[®] Your Pet, Our Passion.[®]

 **PURINA**[®]
PRO PLAN[®]
VETERINARY
DIETS

NC NEUROCARE[™]

Understanding your
dog's brain health



*based on declared amount of MCT in the ingredient list

HOW THE RIGHT DIET CAN HELP SUPPORT YOUR DOG'S BRAIN

The brain is one of the most energy-demanding organs in the body. Did you know that just one gram of the human brain uses the same amount of energy in one minute as a human leg muscle running a whole marathon¹!

What does the brain use as an energy source?

Under normal circumstances

Glucose

Glucose is the main source of energy used by the brain and it is also very important for brain development. Therefore, in order to maintain optimal brain function, the brain needs a high glucose input, which is usually achieved by feeding a complete and balance diet.

Under less efficient glucose metabolism

MCTs

Medium chain triglycerides (MCTs) are a specific type of fatty acid that can be easily metabolised by dogs, to provide an alternative energy source for the brain when needed.



In some special conditions, the brain requires extra energy that cannot be supplied adequately by glucose alone. In these situations, it is helpful for the dog to eat different sources of energy the brain can use, such as fatty acids.

1. Clarke JB, Sokoloff L (1999) Circulation and energy metabolism of the brain. In: *Basic neurochemistry*, 6th ed. (Siegel GJ, Agranoff BW, Albers RW, Fisher SK, Uhler MD, eds), Philadelphia: Lippincott-Raven, pp 637–669.

NC

NEUROCARE
BRAIN SUPPORTING
NUTRITION

Recent research has shown that certain components of a dog's diet can have beneficial effects on brain function. Some particular nutrients, such as MCTs, have been proven to help nutritionally support brain and cognitive function in dogs.

In addition to MCTs, NeuroCare contains a **specific combination of nutrients that help support brain metabolism.**



ARGININE

Supports healthy circulation, blood pressure and brain function



EPA + DHA

Supports brain structure and function. EPA helps reduce inflammation



ANTIOXIDANTS: Vit C, Vit E, Selenium

Helps reduce oxidative stress



B VITAMINS

Used in energy metabolism and DNA maintenance





A NAME YOU
CAN TRUST

Purina has been at the forefront of pet nutrition for 120 years. By working closely with scientists and studying the most up-to-date research, we've created PURINA® PRO PLAN® VETERINARY DIETS – a range of innovative and effective formulas designed to help you support the health and quality of life enjoyed by your pet.

With your vet's care and by feeding Canine NC NeuroCare, you can be sure that you are giving your dog the best possible nutrition to help support their brain health. The feeding amounts below are only guidelines. Please ask your vet how much you should feed your pet. Water should be available at all times.



FEEDING GUIDE

Adult body weight (kg)	ADULT (g/day)	SENIOR (g/day)
2.5	70	60
5	110	95
10	175	155
15	230	200
25	325	285
35	405	355
45	480	420
70	645	565

*based on declared amount of MCT in the ingredient list