

PRESENTING THE NEW  
**OPTINUTRITION**

A BOOSTED NUTRITIONAL SOLUTION



**SUPERIOR NUTRIENTS  
ABSORPTION**

**SCIENTIFICALLY PROVEN BENEFITS**

**LONG TERM HEALTH**

# Presenting the new OPTINUTRITION

## A boosted nutritional solution

**For 88% of dog owners, you as the veterinary practitioner are seen as the most trusted source of advice on pet nutrition – for both healthy dogs and dogs with medical issues.**

By recommending PURINA® PRO PLAN®, you can provide your clients with all the benefits of OPTINUTRITION – nutrition that's formulated with the very latest, scientifically proven advances.

Our proprietary manufacturing technology allows us to deliver precise nutrition through high-quality ingredients such as chicken, lamb or salmon pieces (always as the first ingredient), while preserving their nutritional value and their nutrients bioavailability.

For each of your patients you can choose a formula reinforced by cutting-edge proven science, such as:

### **OPTI**START®

**For puppies**

Clinically proven to stimulate the immune system and stabilise intestinal microflora

### **OPTI**BALANCE

**For adult dogs**

Superior nutritional performance to promote dogs' overall health

### **OPTI**DERMA

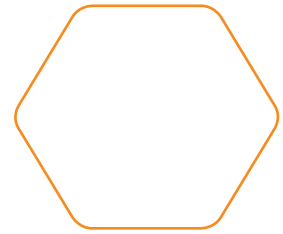
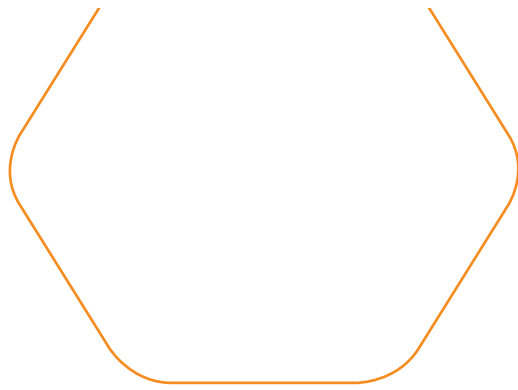
**For dogs with sensitive skin**

Scientifically proven to support healthy skin and beautiful coat and reduce potential skin reactions associated with food sensitivities

### **OPTI**DIGEST

**For dogs with sensitive digestion**

Scientifically proven to enhance digestive health and promote good faecal consistency



## OPTIWEIGHT

Proven effective for healthy weight loss and weight maintenance

## OPTIPOWER

For increased endurance and faster muscle recovery

## OPTIAGE

Clinically proven to enhance brain function in aging dogs



Our new range has been specifically formulated with antioxidants of natural origin and without added colourants. **It has been redesigned to satisfy your most demanding clients with:**

**A whole range of formulas** with improved nutritional profiles to meet the needs of the most sensitive patient – and with chicken, lamb or salmon as the first ingredient for higher nutritional value

**A stronger offer for sensitive dogs,** as digestive and skin discomfort represents a significant proportion of caseload and an important business opportunity in veterinary practice

- More products for large breed dogs as they are more prone to digestive and skin issues
- More flavours to allow your clients to offer variety to dogs with digestive discomfort

**A clear pack communication** to ease your prescription



# The PURINA® PRO PLAN® range

**OPTIDIGEST**

**SENSITIVE  
DIGESTION**



Small & Mini:  
Adult



Small & Mini:  
Adult



Medium:  
Puppy



Medium:  
Puppy

**OPTIDERMA**

**SENSITIVE  
SKIN**



Small & Mini:  
Puppy



Small & Mini:  
Adult



Medium:  
Puppy



Medium:  
Adult

**OPTISTART**

**PUPPY**



Small & Mini:  
Puppy



Medium:  
Puppy



Large Athletic:  
Puppy



Large Robust:  
Puppy

**OPTIBALANCE**

**ADULT**



Small & Mini:  
Adult



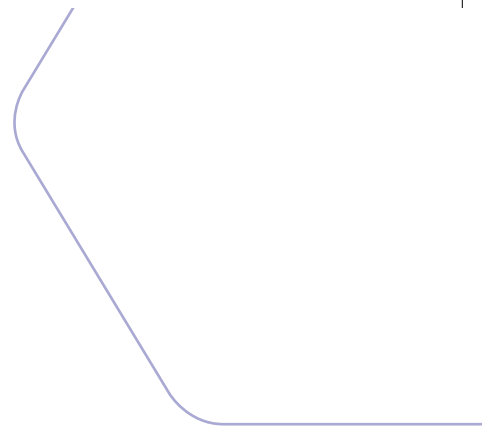
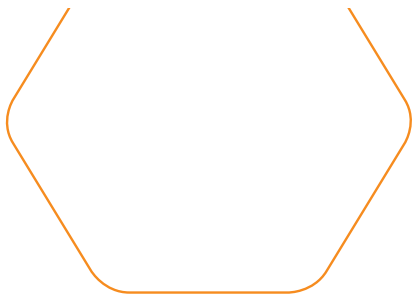
Medium:  
Adult



Large Robust:  
Adult



Large Athletic:  
Adult



Medium:  
Adult



Medium:  
Adult



Large Robust:  
Adult



Large Athletic:  
Adult



All size:  
Adult 7+



Large Robust:  
Adult



Large Athletic:  
Adult



**OPTIAGE**  
ADULT 7+



Small & Mini:  
Adult 9+



Medium/Large:  
Adult 7+

**OPTIWEIGHT**  
ADULT LIGHT/  
STERILISED

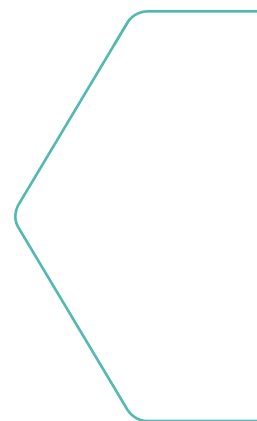


All sizes:  
Adult

**OPTIPOWER**  
ADULT  
PERFORMANCE



All sizes:  
Adult



Clinically proven  
to stimulate the  
immune system and  
stabilise intestinal  
microflora

**OPTI**NUTRITION

**OPTI**START®

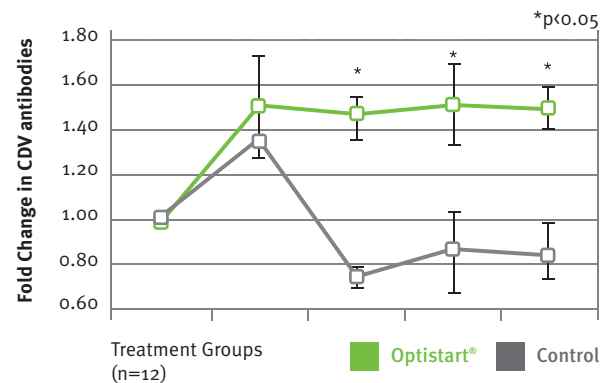
PRO PLAN® PUPPY WITH OPTISTART®<sup>1</sup>

- 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.

**Superior nutritional performance to promote overall dogs' health**

**Clinically proven to enhance brain function in aging dogs**

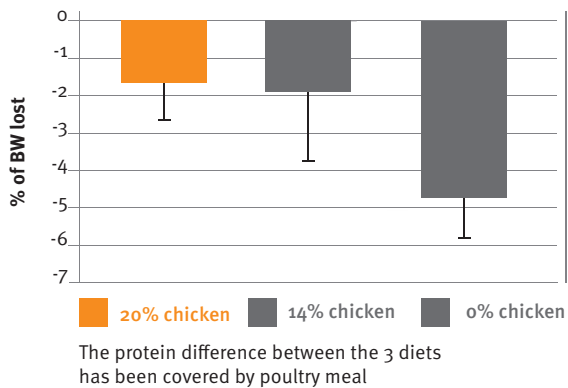
## OPTIBALANCE

### PRO PLAN® ADULT WITH OPTIBALANCE<sup>2</sup>

- NOW with improved nutritional profiles and chicken always as first ingredient for higher nutritional value
- Specially formulated recipes to deliver higher digestibility and bioavailability of nutrients
- Clinically proven to help maintain body weight in healthy adult dogs

#### Body Weight Loss

Weight loss in adult dogs in a challenging environment (cold temperature)

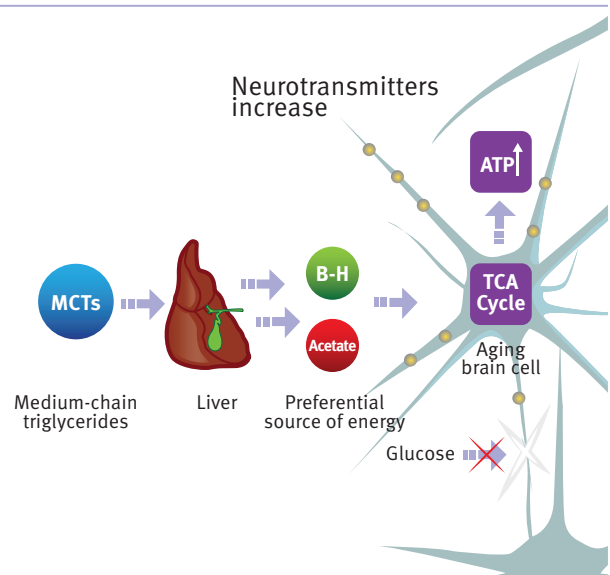


<sup>2</sup> PURINA® Study (2014): Studies comparing two different sources of protein (chicken or chicken meal), demonstrating higher digestibility and bioavailability of chicken versus chicken meal, together with a trend for better weight maintenance in dogs exposed to a period of cold temperatures with the 20 % chicken formula (proprietary technology).

## OPTIAGE

### PRO PLAN® ADULT WITH OPTIAGE<sup>3</sup>

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



\*Patent pending

<sup>3</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.



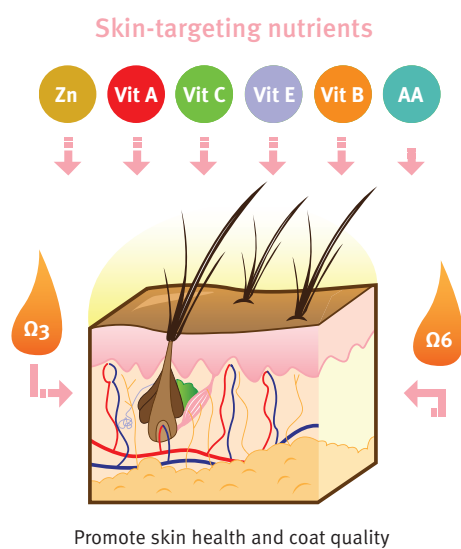
Clinically proven to support healthy skin and beautiful coat

Proven to enhance digestive health and promote good faecal consistency

## OPTIDERMA

PRO PLAN® SENSITIVE SKIN WITH OPTIDERMA<sup>4</sup>

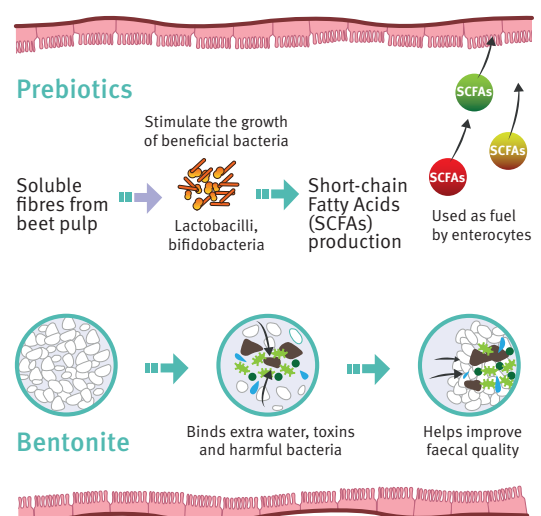
- Blend of skin-specific nutrients clinically proven to support skin health and promote coat quality
- Increased levels of high quality protein, essential fatty acids, zinc, vitamins A, B, C and E to help support healthy skin
- Formulated without wheat gluten, a known allergen in dogs



## OPTIDIGEST

PRO PLAN® SENSITIVE DIGESTION WITH OPTIDIGEST<sup>5</sup>

- A new balance of soluble and insoluble fibres thanks to beet pulp, a prebiotic scientifically proven to increase bifidobacteria for improved microflora balance
- 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



<sup>4</sup>Purina internal study

<sup>5</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.



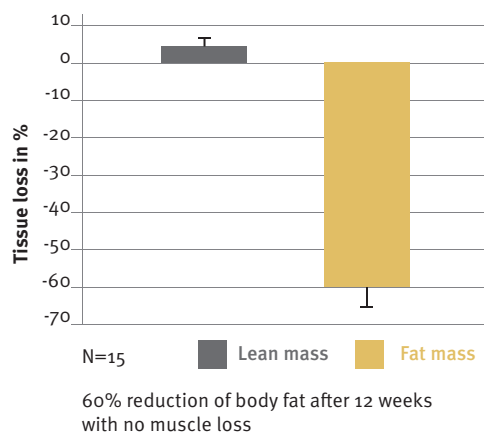
**Clinically  
proven for healthy  
weight loss**

**For increased  
endurance and faster  
muscle recovery**

## OPTIWEIGHT

### PRO PLAN® ADULT LIGHT/STERILISED WITH OPTIWEIGHT<sup>6</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

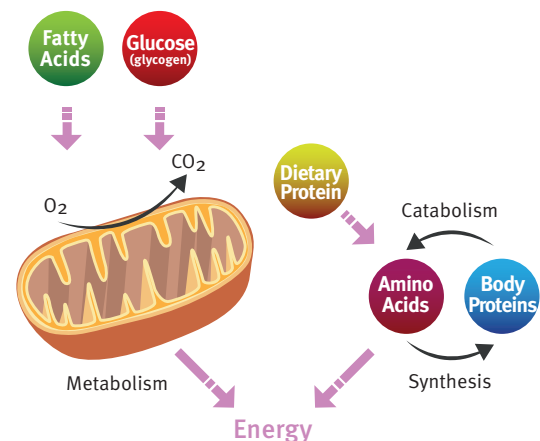


<sup>6</sup> Bouthegourd, J-C. *et al.* (2009): Effects of Weight Loss on Heart Rate Normalization and Increase in Spontaneous Activity in Moderately Exercised Overweight Dogs. *Intern. J. Appl. Res. Vet. Med.* 7 (4) 2009. 153-164.

## OPTIPOWER

### PRO PLAN® ADULT PERFORMANCE WITH OPTIPOWER<sup>7</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>7</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.

# New packaging to support your recommendations

Clear packaging – easy for clients to understand, easy for you to recommend and sell

**Resealable closure**  
Keeps the product fresh

**New name**  
The change from OPTIHEALTH to OPTIBALANCE communicates the benefits more clearly to consumers in different countries

**Clear product benefits** to ease your recommendation

**Reassurance on quality**

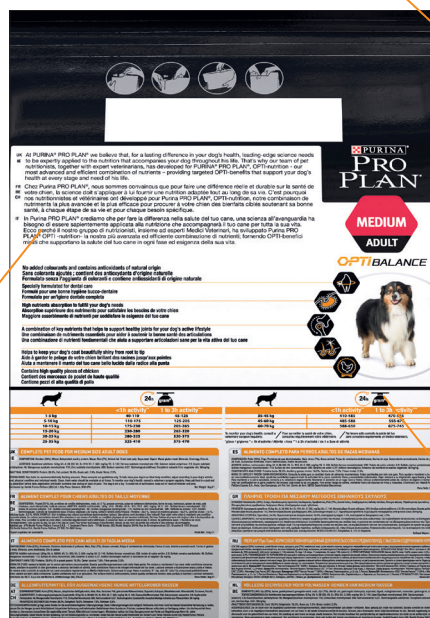
- No added colorants
- Contains antioxidant of natural origin

**New claim**  
**OPTINUTRITION**  
Superior Level of Nutrients

**Simpler size selection and life stage indication** on front of pack

**Clearer flavour**  
With indication of 'Rich in'

**Clear explanation** of product benefit



# Why choose PURINA® PRO PLAN®?

**Our new range** is designed to help maximise client satisfaction and business opportunity

Advanced formulas for **pet and client satisfaction**

**Scientifically proven** OPTINUTRITION with our latest innovations

**Larger product offer** for a more precise product prescription

Concise range of products for **easy display, storage and re-ordering** management

**Ideal for transition** to and from PURINA® PRO PLAN® Veterinary Diets

Clear packaging – **easy to understand and buy, recommend and sell**





 **PURINA**<sup>®</sup>  
**PRO PLAN**<sup>®</sup>

Support for you and your clients:  
Professional Helpline: xxxx  
Consumer Helpline: xxxx

To learn more about PRO PLAN<sup>®</sup>  
visit [www.Purina-proplan.com](http://www.Purina-proplan.com)

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