

Let's give **HEALTHY LOVE** to our dogs. Because with the right daily habits, diet and exercise we can help them to stay in great condition – and enjoy a healthy life together.

Introducing the **HEALTHY LOVE** programme

Just like us, our dogs can enjoy longer, healthier lives when they are in good shape. By eating the right food and getting the right amount of exercise, every dog can achieve healthy weight.

The HEALTHY LOVE programme is designed to help owners give the care that dogs need.

Spending quality time together, getting the right balance between calories and exercise, keeping our dogs stimulated with play – all of these daily examples of HEALTHY LOVE can make a huge difference to long-term wellbeing.

Prevention is better than cure

Avoiding weight gain in the first place is far easier than losing weight later. It's also much more fun – and your dog will love you even more for it! This brochure is full of ideas for giving your dog the HEALTHY LOVE they need to stay slim, healthy and happy.



**HEALTHY
DIET**

+



**HEALTHY
HABITS**

+



**HEALTHY
EXERCISE**

=



Why does healthy weight matter?

Keeping your dog slim can be a challenge at times, but it's worth it for all the health benefits. Some dogs have a greater chance of becoming overweight than others.



If your dog is in one of the following categories then the HEALTHY LOVE programme could help them stay slim and healthy.

- **NEUTERED DOGS:** Despite all the benefits of neutering for both male and female dogs, it can sometimes be associated with weight gain. This is because the hormonal changes cause a reduced metabolic rate (meaning neutered dogs need less calories than before) and an increased appetite.
- **UNABLE TO EXERCISE:** Activity level plays a major role in determining the number of calories a dog requires with inactive dogs using up fewer calories.
- **OVERFED:** Some dogs are happy to eat just what they need. Even if a full bowl of food is put down, they will not consume it all. But others will eat everything they are offered! Dogs like this can be prone to weight gain if they are overfed, given an excessive quantity of treats or given food in response to their attention-seeking behaviour.

The great news is there are easy ways of solving these issues, with some of the HEALTHY LOVE tips highlighted in the following pages. So the next time those big brown eyes look up at you asking for a treat, give love and attention rather than extra food. You can be sure it's for his own good!

Did you know?



- A study from PURINA has proven that dogs consistently maintained at healthy weight (from puppyhood throughout life), were **considerably healthier and lived up to two years longer** than their littermates. In the study, **48** Labradors were paired, and one dog of each pair was fed **25%** less food than its pair-mate. The average life span was **significantly longer for the dogs maintained at healthy weight.**
- **Some breeds are simply more prone than others** to becoming overweight. Including: Labradors, Retrievers, Cocker Spaniels, Cairn terriers, Dachshunds, Dalmatians, Rottweilers, Shetland Sheepdogs, Basset Hounds, Cavalier King Charles Spaniels, Beagles and Scottish Terriers.

Making **HEALTHY LOVE** a daily habit



HEALTHY HABITS

To help your dog keep slim for life, here are some simple ways you can develop healthy habits.

Top healthy habit tips

♥ Regularly check weight and body shape

Use the Body Condition Score system on this page to assess your dog's current condition. Adjust diet and exercise levels to keep your dog in the ideal range.

♥ Give **HEALTHY LOVE**

When your dog begs, it may not always be for food. Why not play a quick game or give a grooming session instead?

♥ Involve the whole family

It's more fun and successful when everyone is on board. Encourage everyone in the family to give exercise and play rather than food.

♥ Little things, big difference

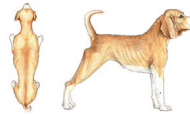
Long walks are great, but **HEALTHY LOVE** could just be stopping what you're doing and giving five minutes of your undivided attention.

BODY CONDITION SCORE



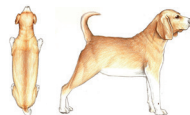
UNDERWEIGHT (Levels 1,2,3)

1. Ribs, lower vertebrae and other bones look prominent from a distance. No body fat can be seen. Clear loss of muscle mass.
2. Ribs, lower vertebrae and pelvic bones are very visible. No body fat can be felt. Some bones are prominent. Some loss of muscle mass.
3. Ribs can be felt easily and may be visible with no fat covering. The tops of lower vertebrae are visible, and pelvic bones are becoming prominent. Clear waist and abdominal tuck



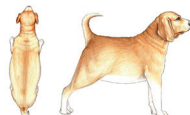
IDEAL (Levels 4, 5)

4. Ribs can be felt easily, with minimal fat covering. Waist easily seen when viewed from above. Clear abdominal tuck.
5. Ribs can be felt without much fat covering them. Waist can be seen behind ribs when viewed from above. Abdomen tucked up when viewed from side.



OVERWEIGHT (Levels 6,7,8,9)

6. Ribs can be felt, but slight excess of fat covering them. Waist can be seen from above, but not clearly. Abdominal tuck can be seen.
7. Ribs are hard to feel because of heavy fat cover. Clear fat deposits over lower spine and base of tail. Waist is barely visible. Abdominal tuck might be visible.
8. Ribs not palpable under very heavy fat cover, or palpable only with significant pressure. Heavy fat deposits over lumbar area and base of tail. Waist absent. No abdominal tuck. Obvious abdominal distension may be present.
9. Massive fat deposits over thorax, spine and base of tail. Waist and abdominal tuck absent. Fat deposits on neck and limbs. Obvious abdominal distension.



Give the right food in the right quantities

As with humans, weight gain in dogs is almost always caused by too many calories from food, coupled with too little exercise. And as with humans, preventing weight gain in the first place is much easier than losing weight later.

There are some simple steps you can take to avoid future problems. Discuss the right protocol with your vet and try to stick to it as closely as possible.

Meal size: Make sure you only give your dog the recommended amount of food each day - with nothing else except plenty of fresh water to drink. The best way to make sure you feed your dog the correct amount of food is to weigh your dog's daily ration. This has been proven much more accurate than using measuring cups.

Meal frequency: Splitting the ration into 3 or 4 meals per day means more highlights in your dog's day and less likelihood of hunger between meals.

Diets that help dogs stay slim:

- ♥ **LOW FAT** to reduce the calories in each meal
- ♥ **HIGH PROTEIN** to maintain muscle mass and help your dog feel fuller for longer
- ♥ **COMPLEX CARBOHYDRATES AND ADEQUATE FIBRE** to stop your dog feeling hungry between meals

♥ Top healthy diet tips:

- Consider using kibbles taken from your dog's **daily ration** as treats
- Choose healthy, low calorie treats such as small pieces of lean meat, carrot sticks or PRO PLAN® Light biscuits and reduce the amount of food given accordingly to ensure your dog isn't **consuming excessive calories**
- **Consider throwing the treat** so your dog has to expend energy running to find it rather than just handing it to him
- When a dog has learned a desired behaviour, **just give treats intermittently**. This increases the dog's anticipation and excitement when they receive the treat
- Make a daily 'treat-box'. Every time your dog gets a treat, put one in the box. At the end of the day you can see **exactly how many treats** your dog has received



HEALTHY DIET

Snack and treat calculator

Treats and snacks can quickly add up to weight gain. But as long as you balance the amount of calories consumed with some extra activity, you should be able to keep your dog at a healthy weight. Use the chart below to help.

TREATS	ENERGY INTAKE (kcal)	DAILY ACTIVITY (equivalent)
1 piece of cheese 30g	170	7 km running uphill on a muddy surface
Sausage 50g	150	7.5 km of running uphill
1/2 bag crisps	90	9 km running
1/2 slice white buttered toast	80	8 km running
1/2 slice white unbuttered toast	40	20 minutes running in the park
1 wholemeal biscuit	70	7 km running
Roast lamb 30g	70	7 km running
Lean roast beef 28g	50	1 hour walking and running
Ham 25g	40	20 minutes running in the park
PRO PLAN® light biscuit	31	15 minutes playing with a ball
20g chicken	20	2 km running
1 carrot or 1/4 apple	10	10 minutes walking

♥ Top healthy treating tips

- Choose healthy, low calorie treats such as small pieces of lean meat, carrot sticks or PRO PLAN® Light biscuits. Also, reduce the amount of food given accordingly to ensure your dog isn't consuming excessive calories.
- Make a daily 'treat' box. Every time your dog gets a treat, put an identical one in the box. At the end of the day you can then see exactly how many treats your dog has received and also how healthy those treats have been.
- When your dog has learned a desired behaviour, just give treats intermittently. This increases the anticipation and excitement when they receive the treat.
- Why not use kibbles taken from your dog's daily ration as treats?
- Consider throwing the treat so your dog has to burn energy running to find it rather than just handing it to him.

HEALTHY LOVE is...



HEALTHY EXERCISE

Dogs should be exercised every day – even older or arthritic dogs. You should ask your vet for advice, as the amount needed depends on your dog's age and breed. Generally you should aim for at least 30 minutes of vigorous exercise per day. Here are just a few ideas to get you both started.



...A SPLASH IN WATER

You could show your love with a snack or a treat. Or you could show that love in a fun, healthy way instead. For an energetic activity you'll both enjoy, nothing beats a few hours at the beach or the river.



...A GAME OF FETCH

Give your dog a different kind of workout by cycling by his side from time to time. If he has bags of energy, you can even increase the pace so he can enjoy running at top speed for a while.



...A CYCLE THROUGH THE FOREST

Like us, dogs get easily bored if they do the same thing day after day. So keep exercise fun by building some healthy variety into your walks – even if that just means exploring a new area of the same park.



HEALTHY EXERCISE



Keeping your dog fit doesn't have to be hard work. Sometimes it's the simple things that make a big difference. Help him to burn excess calories by treating him to his favourite games every day.



Our dogs are happiest when they know that we love them. But instead of showing that through food, give your time and attention instead. A grooming session is the perfect way to show healthy love.



Show your dog how much you care by giving him exercise he'll love. Sharing a run in the park is a great way to enjoy nature together – and a great way of keeping you both fit and healthy.



FAQs

How do I know if my pet is becoming overweight?

- Ask your vet what your pet's optimal weight is and then regularly weigh him to check he's still on track. You should also check his Body Condition Score and ensure it remains at level 4 or 5.
- If you discover any increase, gradually reduce the amount of food and increase the amount of exercise. Talk to your vet for advice before the situation gets worse. Preventing obesity is much easier than curing it!

How can I exercise older or arthritic dogs?

- Use mainly low-impact exercise such as swimming (if there is a hydrotherapy pool near your home) or walking on even terrain.
- If you play fetch, throw the ball a little closer than you used to when your dog was younger and throw it fewer times. You can also consider playing indoor fetch or a ball-rolling game.

Why do I need a special diet? Can't I just feed less of my dog's normal food?

- During a weight management programme, the diet needs to provide fewer calories without reducing the amount of vitamins, minerals and other essential nutrients. If a smaller quantity of the normal diet is given, the dog will receive fewer calories than before (good) but will also receive fewer vitamins and other nutrients (not good).

How can I stop my dog begging?

- Begging is a completely learned behaviour that is quite independent of your dog's appetite. Dogs that constantly beg have learned this from their owners. If you feed your dog from your plate or share your biscuits with him, it should be no surprise if they turn up at your side every time you are eating – you have trained them well!

I have two dogs – one overweight and one thin.

How can I manage to keep them both at an optimal weight?

- A simple answer is to feed them in separate rooms with the door shut between them.
- Remember that losing weight is not all about food. It is also about energy utilisation, so make sure your high-risk dog receives plenty of exercise. This dog may need longer walks than the thin dog, at least in the short term.

How should I change from my dog's current diet to the new low calorie food?

- Change your pet gradually over five days. Start day one on 1/5 new food and 4/5 old food and gradually increase the amount of new food until he or she is eating entirely new food on day five. Always make sure fresh water is available.



Maintain healthy weight with expert nutrition

If your dog needs extra help to stay at optimum weight, your vet may recommend feeding OPTIWEIGHT from PURINA® PRO PLAN®. The diet is scientifically formulated to help control calories, while giving your dog all the nutrients he needs.

PURINA® PRO PLAN® with OPTIWEIGHT

A complete diet for adult dogs that are overweight or prone to weight gain



Low fat – promotes healthy weight loss

Proven to support healthy weight loss and maintain lean body mass during weight loss and after sterilisation, thanks to high protein and reduced fat levels*.



Helps reduce the feeling of hunger

Promotes satiety thanks high protein content, complex carbohydrates and adequate fibre level.



Supports healthy joints

Contains a combination of key nutrients – such as omega 3 fatty acids, high protein levels and glucosamine to help to support healthy joints.

PURINA® PRO PLAN® BISCUITS LIGHT

For a lower calorie treat, feed PURINA® PRO PLAN® BISCUITS LIGHT



Helps maintain muscle mass and reduce body fat

High levels of protein (24%) and limited fat levels (6%).



Helps good digestion

Selected sources of protein and carbohydrates, highly digestible.

*Compared to PURINA® PRO PLAN® Adult medium with OPTIWEIGHT™.

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PRO PLAN®

To learn more about the
PURINA® PRO PLAN® range, visit
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PURINA

Your Pet, Our Passion.™