



# FELINE

lifestage brochure



VETERINARY  
EXCLUSIVE





Understanding the importance of nutrition at each life stage will help you give your favourite companion the essential care they deserve.

We care about pets as much as you do. That's why Purina® has partnered with veterinary professionals to develop Purina® Pro Plan Veterinary Diets® essentialcare®, a veterinary exclusive line of pet food that has been formulated to help maintain your pet's overall health. essentialcare® products are made with high quality ingredients that provide 100% complete and balanced nutrition, uniquely formulated for each life stage. Along with regular exercise and veterinary check-ups, Purina® Pro Plan Veterinary Diets® essentialcare® can help contribute to a healthy life for your pet.





This blend is specifically formulated with **ADVANCED NUTRITION** that supports the unique nutritional needs of kittens, and pregnant and nursing cats.

See the difference **Purina® Pro Plan Veterinary Diets® essentialcare®** can make:

### DRY FORMULA CLAIMS



**#1 ingredient is Turkey.** High protein nutrition supports healthy development of strong muscles



**Immune Health:** Contains antioxidants (Vitamin A, C, E) and colostrum (natural milk proteins) to help support a developing immune system



**Brain and Vision:** DHA, an Omega-3 fatty acid, also found in mother's milk, helps support brain and vision development



**Eyes and Heart:** Taurine helps support eye and heart health



**Highly Digestible:** Highly digestible formula promotes optimal nutrient absorption



**Digestive Health:** Natural prebiotic fiber, sourced from chicory root, helps promote digestive health and maintain stool quality



**Radiant Skin and Coat:** Omega-6 fatty acids, including linoleic acid, to help support a healthy skin and coat



**Strong Bones and Teeth:** Calcium and phosphorus help support healthy bones and teeth



**Healthy Microbiome:** This formula is enhanced with colostrum, to help support a healthy gut microbiome and promote digestive health



### WET FORMULA CLAIMS

- Made with real chicken and liver
- No artificial colours or preservatives
- DHA for brain and vision development
- Omega-6 fatty acids and vitamin A to nourish skin and coat
- Formulated to support a kitten's healthy growth and development
- Highly digestible formula for optimal nutrient delivery
- Antioxidants support a kitten's developing immune system



This blend is specifically formulated with **ADVANCED NUTRITION** that supports the unique nutritional needs of adult cats.

See the difference **Purina® Pro Plan Veterinary Diets® essentialcare®** can make:

### DRY FORMULA CLAIMS



**Body Condition:** High protein level helps maintain lean muscle



**Immune Health:** Contains antioxidants (Vitamin A, C, E) to help maintain a healthy immune system



**Eyes and Heart:** Taurine helps support eye and heart health



**Highly Digestible:** Highly digestible formula promotes optimal nutrient absorption



**Digestive Health:** Natural prebiotic fiber, sourced from chicory root, helps promote digestive health and maintain stool quality



**Radiant Skin and Coat:** Omega-6 fatty acids, including linoleic acid, to help support a healthy skin and coat



**Urinary Health:** Promotes a urinary environment unfavourable to the development of struvite and calcium oxalate crystals



**Strong Bones and Teeth:** Calcium and phosphorus help support healthy bones and teeth



**Dental Health:** Crunchy kibble helps clean teeth, freshen breath and promote healthy gums



**Healthy Microbiome:** This formula is enhanced with colostrum, to help support a healthy gut microbiome and promote digestive health



### WET FORMULA CLAIMS

- Made with real chicken
- No artificial colours or preservatives
- Omega-6 fatty acids and vitamin A to nourish skin & coat
- Optimal protein level for maintaining ideal body condition
- Vitamin A and taurine support healthy vision
- Antioxidants for a healthy immune system















This blend is specifically formulated with **ADVANCED NUTRITION** that supports the nutritional needs of indoor adult cats.

See the difference **Purina® Pro Plan Veterinary Diets® essentialcare®** can make:

### DRY FORMULA CLAIMS

-  **#1 ingredient is Chicken.** High protein nutrition helps maintain lean muscle and a healthy weight
-  **Immune Health:** Contains antioxidants (Vitamins A, E, C) to help support a healthy immune system including a high level of Vitamin E to help reduce oxidative stress
-  **Eyes and Heart:** Taurine helps support eye and heart health
-  **Highly Digestible:** Highly digestible formula promotes optimal nutrient absorption
-  **Digestive Health:** Natural prebiotic fiber, sourced from chicory root, helps promote digestive health and maintain stool quality
-  **Radiant Skin and Coat:** Omega-6 fatty acids, including linoleic acid, to help support a healthy skin and coat
-  **Strong Bones and Teeth:** Calcium and phosphorus help support healthy bones and teeth
-  **Dental Health:** Crunchy kibble helps clean teeth, freshen breath and promote healthy gums
-  **Hairballs:** Natural fibre blend helps control hairballs
-  **Urinary Health:** Promotes a urinary environment unfavourable to the development of struvite and calcium oxalate crystals
-  **Joint Health:** Glucosamine to help nourish joints
-  **Healthy Microbiome:** This formula is enhanced with colostrum, to help support a healthy gut microbiome and promote digestive health
-  **Healthy Weight:** Specifically formulated for indoor cats to help maintain a healthy weight



### WET FORMULA CLAIMS

- Made with real salmon
- Optimal protein level for maintaining ideal body condition
- No artificial colours or preservatives

essentialcare®



**SENIOR 7+**  
Formula for cats



This blend is specifically formulated with **ADVANCED NUTRITION** that supports the unique nutritional needs of senior cats.

See the difference **Purina® Pro Plan Veterinary Diets® essentialcare®** can make:

#### DRY FORMULA CLAIMS



**Body Condition:** High protein level helps maintain lean muscle



**Immune Health:** Contains antioxidants (Vitamin A, C, E) to help maintain a healthy immune system



**Eyes and Heart:** Taurine helps support eye and heart health



**Highly Digestible:** Highly digestible formula promotes optimal nutrient absorption



**Digestive Health:** Natural prebiotic fiber, sourced from chicory root, helps promote digestive health and maintain stool quality



**Radiant Skin and Coat:** Omega-6 fatty acids, including linoleic acid, help promote a healthy skin and coat



**Strong Bones and Teeth:** Calcium and phosphorus help support healthy bones and teeth



**Dental Health:** Crunchy kibble helps clean teeth, freshen breath and promote healthy gums



**Joint Health:** Glucosamine to help nourish joints



**Specially formulated to meet the needs of aging cats**



**Healthy Microbiome:** This formula is enhanced with colostrum, to help support a healthy gut microbiome and promote digestive health



#### WET FORMULA CLAIMS

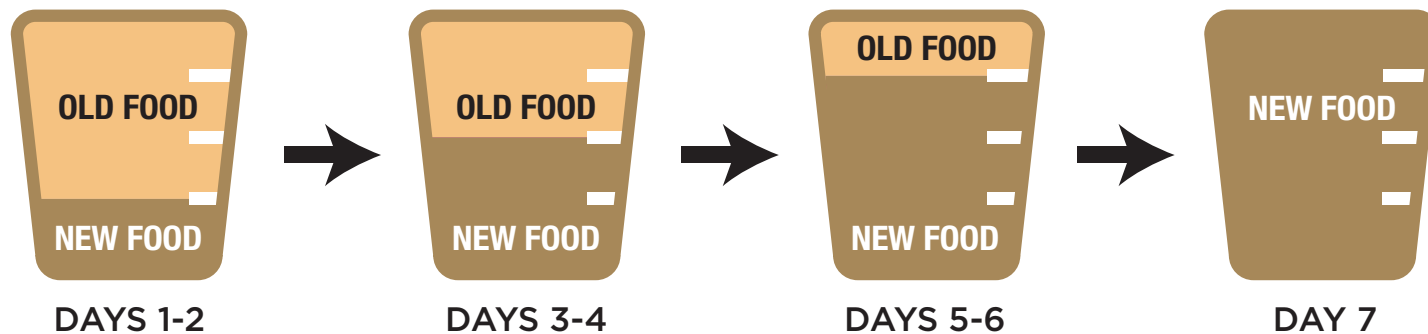
- Made with real salmon and tuna
- No artificial colours or preservatives
- Highly digestible formula for optimal nutrient delivery
- Vitamin A and taurine support healthy vision
- Optimal protein level for maintaining ideal body condition
- Antioxidants for a healthy immune system



## Transitioning Made Simple

### The first stages of the transition

When pets suddenly switch from one diet to another, it can cause stomach upset and other issues. That's why it is important to slowly introduce your pet to a new diet over the course of 7 days.



Gradually replace the old food with new food, increasing the amount every 1 to 2 days. Please follow your veterinarian's instructions for total feeding amounts. Contact your veterinarian if you have questions or concerns.

Purina® Pro Plan Veterinary Supplements® FortiFlora Pro Synbiotic Action®

Works to support a healthy intestinal microbiome and can help if your pet experiences digestive upset during a food transition





For more information, visit [www.Purina.ca](http://www.Purina.ca) or  
call us at 1-866-884-VETS(8387).



Your Pet, Our Passion.®