



essentialcare®

CANINE

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 puppies, and pregnant and nursing dogs.

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

DRY FORMULA CLAIMS



#1 ingredient is Chicken. High protein nutrition helps in the 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



Joint Health: Omega-3 fatty acids (EPA) from fish oil and glucosamine to help nourish healthy joints of growing puppies



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 promote a healthy skin and coat



Strong Bones and Teeth: Calcium and phosphorus to help support a healthy development of 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

- Chicken is the first ingredient
- No artificial colours, flavours or preservatives
- DHA for brain and vision development
- High quality protein builds lean muscles



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

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

DRY FORMULA CLAIMS



#1 ingredient is Turkey. High protein nutrition helps maintain lean muscle



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



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



Joint Health: Omega-3 fatty acids (EPA) from fish oil and glucosamine to help nourish healthy joints of growing puppies



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 promote a healthy skin and coat



Strong Bones and Teeth: Calcium and phosphorus to help support a healthy development of bones and teeth

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



Specific kibble size for large Breed Puppies



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





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

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

DRY FORMULA CLAIMS



Body Condition: High protein level helps maintain lean muscle mass



Digestive Health: Natural prebiotic fiber, sourced from chicory root, helps promote digestive health



Immune Health: Rich in antioxidants, (Vitamin A, E, C), to help promote a healthy immune system



Joint Health: Enriched with Omega 3 fatty acids (EPA) from fish oil and glucosamine to help nourish joints and support mobility



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



Strong Bones and Teeth: Calcium and phosphorus help nourish healthy bones and teeth

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



Omega-3 Fatty Acids from fish oil at optimized levels to promote calm behavior when fed daily for 12 weeks



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 for a taste dogs love
- No artificial flavours or preservative
- High protein to maintain muscle mass/ lean muscle
- High quality protein builds lean muscles



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

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

DRY FORMULA CLAIMS



Body Condition: High protein level helps maintain lean muscle mass



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



Immune Health: Rich in antioxidants (Vitamin A, E, C) to help promote a healthy immune system



Joint Health: Enriched with Omega 3 fatty acids (EPA) from fish oil and glucosamine to help nourish joints and support mobility



Radiant Skin and Coat: Omega-6 fatty acids, including linoleic acid, to 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



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



Omega-3 Fatty Acids from fish oil at optimized levels to promote calm behavior when fed daily for 12 weeks



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



** Most Struvite crystals in dogs are caused by urinary tract infections. In the case of non-sterile struvite crystals, it is important to treat with appropriate antibiotic in addition to dietary management.*



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

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

DRY FORMULA CLAIMS



Body Condition: High protein level helps maintain lean muscle mass



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



Immune Health: Rich in antioxidants, (Vitamin A, E, C), to help promote a healthy immune system



Joint Health: Enriched with Omega 3 fatty acids (EPA) from fish oil and glucosamine to help nourish joints and support mobility



Radiant Skin and Coat: Omega-6 fatty acids, including linoleic acid, to 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



Brain Health: MCT-rich vegetable oil shown to promote alertness and mental sharpness in dogs age 7+ within 30 days



Heart Health: High quality protein to help support strong muscles, including a healthy heart



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

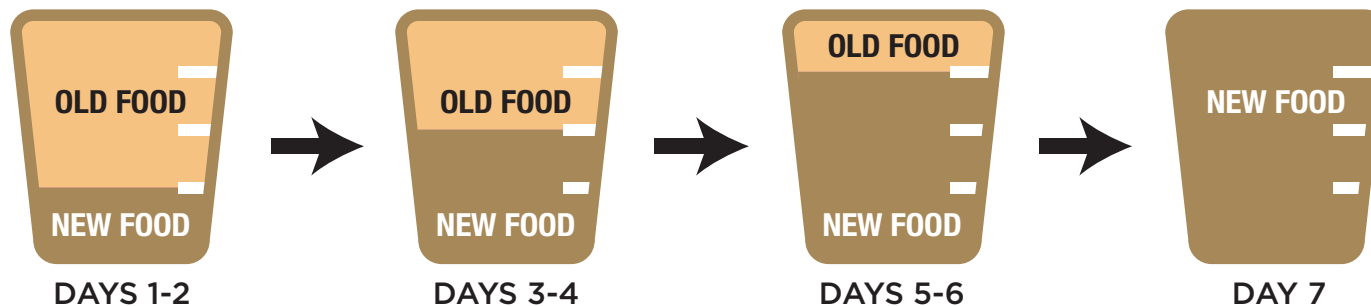




Transitioning Made Simple

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 or call us at 1-866-884-VETS(8387).



Your Pet, Our Passion.®