

essentialcare®



VETERINARY
EXCLUSIVE

PUPPY

Puppy Formula

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, this exclusive formula can help contribute to a healthy life for your pet.

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



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Actual Size



* Dry only

Feeding and Administration:

DRY: Animal feeding tests using AAFCO procedures substantiate that Pro Plan Veterinary Diets essentialcare Puppy Formula for Dogs provides complete and balanced nutrition for all life stages, including growth of large sized dogs (70 lb. or more as an adult).

CANNED: Pro Plan Veterinary Diets essentialcare Puppy Chicken Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth of puppies and maintenance of adult dogs, including growth of large sized dogs (70 lb. or more as an adult).

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

FEEDING GUIDE¹

BODY WEIGHT AT MATURITY		DRY	CANNED	DRY	CANNED	DRY	CANNED	DRY	CANNED	DRY	CANNED	DRY	CANNED
		1 1/2 to 3 months		4 to 5 months		6 to 8 months		9 to 11 months		1 to 2 years		After 2 years	
lbs	kg	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 368 g (13 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 368 g (13 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 368 g (13 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 368 g (13 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 368 g (13 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 368 g (13 oz) Cans/Day
2 - 12	1.4 - 5.4	1/3 - 1 1/3	1/4 - 1 1/4	1/2 - 1 1/3	1/3 - 1 1/4	1/2 - 1 1/4	1/3 - 3/4	1/3 - 1 1/4	1/3 - 3/4	Feed as Adult	Feed as Adult	Feed as Adult	Feed as Adult
13 - 20	5.9 - 9.1	3/4 - 1 3/4	3/4 - 1 1/2	1 1/3 - 2	1 1/4 - 1 2/3	1 2/3 - 1 3/4	1 1/3 - 1 2/3	1 1/3 - 1 3/4	1 - 1 1/3	Feed as Adult	Feed as Adult	Feed as Adult	Feed as Adult
21 - 50	9.5 - 22.7	1 - 3	3/4 - 2 1/3	1 3/4 - 3 2/3	1 1/2 - 2 3/4	2 1/4 - 3 1/4	1 3/4 - 2 1/2	1 3/4 - 3 1/3	1 1/2 - 2 2/3	Feed as Adult	Feed as Adult	Feed as Adult	Feed as Adult
51 - 75	23.1 - 34.0	1 1/2 - 3 1/4	1 1/4 - 2 1/2	4 1/4 - 4 3/4	3 1/4 - 3 3/4	4 1/4 - 5 1/4	1 1/3 - 4	3 2/3 - 5 2/3	2 3/4 - 4 1/2	3 1/3 - 4 1/4	2 2/3 - 3 1/3	Feed as Adult	Feed as Adult
76 - 100	35.5 - 45.4	1 3/4 - 3 1/4	1 1/2 - 2 1/2	4 - 4 2/3	3 1/4 - 3 2/3	4 1/3 - 5 1/4	3 1/3 - 4 1/4	5 1/4 - 6 1/4	4 1/4 - 4 3/4	4 1/4 - 4 3/4	3 1/3 - 3 3/4	Feed as Adult	Feed as Adult
Over 100	Over 45.4	3 1/4 cups plus 1/4 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	2 1/2 cans plus 1/3 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 2/3 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	3 2/3 cans plus 1/3 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	5 1/4 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 1/4 cans plus 1/3 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	6 1/4 cups plus 1/2 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 3/4 cans plus 1/3 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 3/4 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	3 3/4 cans plus 1/3 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	Feed as Adult	Feed as Adult

CALORIE CONTENT (ME) (CALCULATED)²

DRY		CANNED	
3782 kcal/kg		1336 kcal/kg	
1716 kcal/lb		606 kcal/lb	
388 kcal/250 ml (8 oz) cup		492 kcal/368 g (13 oz) can	
102 g/cup			

Canine Formulas

Feline Formulas

Supplements
& Treats

Resources

Ingredients
Glossary

Ingredients (Dry Formula):

Chicken, barley, oat meal, chicken by-product meal, soybean meal, rice, animal fat preserved with mixed-tocopherols, corn protein meal, fish meal, dried egg product, natural flavor, glycerin, fish oil, salt, mono and dicalcium phosphate, vegetable oil, dried chicory root, calcium carbonate, potassium chloride, dried colostrum, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7)], MINERALS [zinc sulfate, ferrous sulfate, manganese sulfate, copper sulfate, calcium iodate, sodium selenite], choline chloride, L-ascorbyl-2-polyphosphate (Vitamin C), soybean oil, L-Carnitine, garlic oil. D849822

Ingredients (Canned Formula):

Chicken, liver, water, meat by-products, salmon, MINERALS [potassium chloride, zinc sulfate, ferrous sulfate, copper sulfate, manganese sulfate, potassium iodide, sodium selenite], salt, guar gum, carrageenan, choline chloride, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), thiamine mononitrate (Vitamin B-1), calcium pantothenate (Vitamin B-5), pyridoxine hydrochloride (Vitamin B-6), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), Vitamin A supplement, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7)]. E850023

Dry Formula Diet Characteristics:

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

- **#1 ingredient is Chicken. High protein nutrition helps in the development of strong muscles.**
- **Immune Health:** Contains antioxidants (Vitamins 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, 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

AVERAGE NUTRIENT CONTENT

	DRY			CANNED		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	7.75 g	29.31%	32.18%	8.33 g	11.14%	44.54%
Fat	4.76 g	18.00%	19.76%	8.23 g	11.00%	44.00%
Carbohydrate	9.27 g	35.06%	38.50%	0.25 g	0.34%	1.35%
Fibre	0.42 g	1.59%	1.74%	0.12 g	0.16%	0.63%
Total Dietary Fibre	1.97 g	7.44%	8.17%	n/a	n/a	n/a
Soluble Fibre	0.38 g	1.44%	1.58%	n/a	n/a	n/a
Insoluble Fibre	1.55 g	5.86%	6.44%	n/a	n/a	n/a
Calcium	0.35 g	1.33%	1.46%	0.34 g	0.45%	1.79%
Phosphorus	0.27 g	1.02%	1.12%	0.26 g	0.35%	1.41%
Potassium	0.19 g	0.71%	0.78%	0.23 g	0.31%	1.23%
Sodium	0.12 g	0.47%	0.51%	0.15 g	0.20%	0.82%
Chloride	0.20 g	0.74%	0.81%	0.29 g	0.39%	1.56%
Magnesium	0.03 g	0.12%	0.14%	0.02 g	0.02%	0.08%
Copper	0.39 mg	14.68 mg/kg	16.12 mg/kg	0.37 mg	4.97 mg/kg	19.87 mg/kg
Zinc	6.26 mg	236.8 mg/kg	260.0 mg/kg	6.05 mg	80.89 mg/kg	323.6 mg/kg
Vitamin A	1,076 IU	40,691 IU/kg	44,679 mg/kg	3922.82 IU	52,409 IU/kg	209,635 IU/kg
Vitamin E	12.69 IU	479.9 IU/kg	526.9 IU/kg	3.62 IU	48.34 IU/kg	193.4 IU/kg
Total Omega-6 Fatty Acids	0.58 g	2.20%	2.42%	1.27 g	1.69%	6.78%
Total Omega-3 Fatty Acids	0.11 g	0.42%	0.46%	0.07 g	0.09%	0.36%
EPA+DHA	0.08 g	0.30%	0.33%	0.02 g	0.03%	0.11%
Glucosamine	0.02 g	745.1 mg/kg	818.2 mg/kg	n/a	n/a	n/a

DIGESTION TEST RESULTS†

DIGESTIBILITY:	DRY	CANNED
Total, %	81.1	n/a
Protein, %	84.2	n/a
Fat, %	93.1	n/a
Carbohydrate, %	89.0	n/a
Calorie, %	86.0	n/a
PERCENTAGE OF METABOLIZABLE ENERGY FROM:		
Protein, %	27.1	29.1
Fat, %	40.4	69.6
Carbohydrate, %	32.4	1.4

† Based on digestion testing conducted at the Purina PetCare Technology Centers

1 Using a standard 250 ml/8 oz measuring cup which contains approximately 102 g of Purina Veterinary Diets® essentialcare® Puppy Formula. Provide fresh water in a clean container daily.

2 Kilocalories of metabolizable energy (ME).

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