

essentialcare®



SENIOR

Formula for cats

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 supports the unique nutritional needs of senior cats.



Actual Size



* Dry only

Feeding and Administration:

DRY: Animal feeding tests using AAFCO procedures substantiate that Pro Plan Veterinary Diets essentialcare Senior Formula for Cats provides complete and balanced nutrition for maintenance of adult cats.

CANNED: Animal feeding tests using AAFCO procedures substantiate that Pro Plan Veterinary Diets essentialcare Senior Salmon and Tuna Formula For Cats provides complete and balanced nutrition for maintenance of adult cats.

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

FEEDING GUIDE¹

WEIGHT AT MATURITY		DRY	CANNED
lbs	kg	Approximate Number of 250 ml (8 oz) Cups/Day	Approximate Number of 85 g (3 oz) Cans/Day
5 - 9	2.3 - 4.1	1/3 - 2/3	1 1/3 - 2 1/3
10 - 14	4.5 - 6.3	2/3 - 3/4	2 3/4 - 3 3/4
CALORIE CONTENT (ME) (CALCULATED) ²		CALORIE CONTENT (ME) (CALCULATED) ²	
		3605 kcal/kg	1110 kcal/kg
		1635 kcal/lb	503 kcal/lb
		402 kcal/250 ml (8 oz) cup	93 kcal/85 g (3 oz) can
		111 g/cup	

Ingredients (Dry Formula):

Turkey, corn protein meal, rice, soy protein concentrate, soybean meal, chicken meal, wheat flour, beef fat preserved with mixed-tocopherols, soy protein isolate, fish meal, powdered cellulose, dried egg product, liver flavor, gelatin, fish oil, dried chicory root, phosphoric acid, L-Lysine monohydrochloride, salt, calcium carbonate, choline chloride, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K)], taurine, potassium chloride, dried colostrum, MINERALS [zinc sulfate, ferrous sulfate, manganese sulfate, copper sulfate, calcium iodate, sodium selenite], citric acid, DL-Methionine, L-ascorbyl-2-polyphosphate (Vitamin C). E863423

Ingredients (Canned Formula):

Salmon, liver, water, meat by-products, fish, chicken, tuna, glycine, MINERALS [potassium chloride, zinc sulfate, ferrous sulfate, manganese sulfate, copper sulfate, potassium iodide], tricalcium phosphate, natural and artificial flavors, guar gum, taurine, VITAMINS [Vitamin E supplement, thiamine mononitrate (Vitamin B-1), niacin (Vitamin B-3), calcium pantothenate (Vitamin B-5), Vitamin A supplement, menadione sodium bisulfite complex (Vitamin K), pyridoxine hydrochloride (Vitamin B-6), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, biotin (Vitamin B-7), folic acid (Vitamin B-9), Vitamin D-3 supplement], salt, citric acid, L-ascorbyl-2-polyphosphate (Vitamin C), choline chloride. E867823

Dry Formula Diet Characteristics:

This blend is specifically formulated with ADVANCED NUTRITION that supports the unique nutritional needs of senior cats 7+.

- **Body Condition:** High protein level helps maintain lean muscle mass
- **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 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
- **Hairballs:** Natural fibre blend helps control hairballs
- **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

AVERAGE NUTRIENT CONTENT

	DRY			CANNED		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	11.93 g	43.00%	46.51%	11.45 g	12.71%	54.08%
Fat	4.16 g	15.00%	16.22%	6.80 g	7.55%	32.13%
Carbohydrate	6.48 g	23.36%	25.27%	0.57 g	0.63%	2.67%
Crude Fiber	1.32 g	4.76%	5.15%	0.11 g	0.13%	0.53%
Total Dietary Fiber	2.85 g	10.29%	11.13%	n/a	n/a	n/a
Soluble Fiber	0.24 g	0.86%	0.93%	n/a	n/a	n/a
Insoluble Fiber	2.50 g	9.00%	9.73%	n/a	n/a	n/a
Calcium	0.31 g	1.11%	1.20%	0.46 g	0.51%	2.16%
Phosphorus	0.30 g	1.09%	1.18%	0.38 g	0.42%	1.80%
Potassium	0.25 g	0.89%	0.96%	0.29 g	0.32%	1.35%
Sodium	0.14 g	0.50%	0.54%	0.14 g	0.16%	0.68%
Chloride	0.21 g	0.75%	0.81%	0.30 g	0.33%	1.41%
Magnesium	0.03 g	0.11%	0.12%	0.02 g	0.02%	0.09%
Copper	0.38 mg	13.54 mg/kg	14.65 mg/kg	0.54 mg	6.03 mg/kg	25.66 mg/kg
Zinc	6.32 mg	228 mg/kg	246 mg/kg	6.90 mg	76.64 mg/kg	326.14 mg/kg
Taurine	0.08 g	0.27%	0.29%	0.22 g	0.25%	1.05%
Vitamin A	678.76 IU	24,470 IU/kg	26,468 IU/kg	5137.73 IU	57,028 IU/kg	24,675 IU/kg
Vitamin E	23.59 IU	850.50 IU/kg	919.96 IU/kg	36.62 IU	406.45 IU/kg	1729.56 IU/kg
Total Omega-6 Fatty Acids	0.51 g	1.84%	2.00%	0.82 g	0.91%	3.85%
Total Omega-3 Fatty Acids	0.13 g	0.48%	0.52%	0.27 g	0.30%	1.29%
EPA+DHA	0.10 g	0.37%	0.40%	0.23 g	0.26%	1.10%
Glucosamine	0.03 g	1009.19 mg/kg	1091.61 mg/kg	n/a	n/a	n/a

DIGESTION TEST RESULTS†

DIGESTIBILITY:	DRY	CANNED
Total, %	87.3	83.4
Protein, %	93.8	90.2
Fat, %	95.6	91.1
Carbohydrate, %	91.9	n/a
Calorie, %	90.9	n/a
PERCENTAGE OF METABOLIZABLE ENERGY FROM:		
Protein, %	41.8	40.1
Fat, %	35.4	57.8
Carbohydrate, %	22.8	2.14

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

1 Using a standard 250 ml/8 oz measuring cup which contains approximately 111 g of Purina Veterinary Diets® essentialcare® Senior Formula For Cats. Provide fresh water in a clean container daily.

2 Kilocalories of metabolizable energy (ME).

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