

 PURINA®

PRO PLAN®

NUTRITION THAT PERFORMS™

PROUDLY
MANUFACTURED AT
U.S. FACILITIES
★ ★ ★ ★ ★



NUTRITION THAT PERFORMS™

Our goal is to give your dog the nutrition to be his absolute best, helping him to be energetic and resilient, and maintaining an ideal body condition, healthy skin and a stunning coat.



Why Does It Perform?

Our highly digestible dry formulas promote nutrient bioavailability

PLUS:

#1

We are the first dry dog food brand to use, and be founded on the idea of, real meat as the #1 ingredient, to help promote total body health



Every high-quality ingredient is carefully chosen for a specific purpose

P:F

Optimal protein to fat ratios tailored to each dry formula, help dogs maintain their ideal body condition

How Do We Know It Works?

Year after year, exceptional dogs are fueled by our food:



8 out of the last 8 Westminster Best in Show Champions were fueled by Purina® Pro Plan®*



93 out of the top 100 AKC All Breed Champions are fueled by Purina® Pro Plan®**



We are chosen by more top sporting dogs than any other brand†



Incredible Dog Challenge Champions are fueled by Purina® Pro Plan®



Hundreds of Purina® Pro Plan® Rally to Rescue® organizations nationwide fuel their pets with Purina® Pro Plan®

* 2007-2014 ** AKC Top DogsSM All Breed Competition through December 31, 2013.

†Based on National World, Regional and Species Championship Winners during the 12 month period ending April 15, 2014

DISCOVER THE PLATFORM FOR YOUR DOG'S NEEDS:

Because being the best he can be means something different for every dog, our wide range of dry and wet foods, snacks and supplement bars can be found in five specialized platforms. Each one contains products formulated for a dog's taste preferences, age, dietary considerations or activity/lifestyle.

Discover your complete plan at [proplan.com/my](https://proplan.com/myPLAN) **PLAN**

PG 5



SAVOR[®]

Outstanding Nutrition and Taste
for Everyday Excellence

PG 15



BRIGHT MIND[™]

Promotes alertness and
mental sharpness in dogs 7+

PG 19



NATURAL

Plus Essential Vitamins and Minerals
Carefully chosen ingredients for
outstanding nutrition

PG 25



FOCUS

Specialized Nutrition
for Unique Needs

PG 31



SPORT[®]

Fine-Tuned Nutrition to Promote
Strength and Endurance





SAVOR[®]

On the journey towards greatness, your dog deserves to have it all. Purina[®] Pro Plan[®] is dedicated to helping owners and their dogs realize their potential through high-quality, great-tasting nutrition – giving dogs the chance to be, and feel, exceptional.

- » Real chicken, beef, lamb or salmon is the #1 ingredient in all dry formulas.
- » High-quality ingredients for outstanding nutrition combined with a taste dogs love.
- » Available in a variety of dry and wet foods, plus snacks, to satisfy unique taste preferences.

Our Shredded Blend Formulas are made with real poultry, meat or fish as the **#1 ingredient**, in a savory combination of hard kibble and tender, **shredded pieces**.





PUPPY
**Shredded Blend
Chicken & Rice Formula**

Real chicken is the #1 ingredient. Rich in antioxidants to help nourish developing immune systems and DHA for brain and vision development.



ADULT
**Shredded Blend
Chicken & Rice Formula**

Real chicken is the #1 ingredient. Prebiotic fiber to help promote digestive health.



ADULT
**Shredded Blend
Lamb & Rice Formula**

Real lamb is the #1 ingredient. Prebiotic fiber to help promote digestive health.



ADULT
**Shredded Blend
Beef & Rice Formula**

Real beef is the #1 ingredient. Prebiotic fiber to help promote digestive health.



ADULT
**Shredded Blend
Salmon & Rice Formula**

Real salmon is the #1 ingredient. Prebiotic fiber to help promote digestive health.



ADULT 7+
**Shredded Blend
Chicken & Rice Formula**

Real chicken is the #1 ingredient. Highly digestible formula designed for the unique needs of dogs seven years or older.



ADULT
Shredded Blend
Large Breed Formula

Real chicken is the #1 ingredient. Contains glucosamine and EPA, an omega-3 fatty acid, for joint health and mobility.



ADULT
Shredded Blend
Small Breed
Chicken & Rice Formula

Real chicken is the #1 ingredient. Small, bite-sized pieces for dogs who weigh up to 20 pounds.



ADULT
Shredded Blend Weight
Management Formula

Real chicken is the #1 ingredient. Optimal protein to fat ratio helps maintain muscle mass during weight loss.

MEAL ENHANCEMENT

additions™

— NATURAL PURÉES —

PLUS VITAMINS OR PREBIOTIC FIBER

add ANTIOXIDANTS OR PREBIOTIC FIBER +
MORE FLAVOR TO YOUR DOG'S DRY FOOD

simply STIR IN TO COAT YOUR
DOG'S DRY FOOD



- » Chicken & Pumpkin Purée
- » Berry Blend Purée
- » Oatmeal & Apple Purée
- » Beef & Carrot Purée



Our flavorful, nutrient-rich Savory Meals and Wet Entrées are sure to delight. Available in a variety of forms to meet your dog's unique taste preferences.

SAVORY MEALS

- » Braised Pork Entrée With Real Carrots
- » Braised Turkey Entrée With Barley
- » Grilled Salmon Entrée With Real Sweet Potatoes
- » Braised Chicken Entrée With Real Spinach
- » Braised Beef Entrée With Wild Rice
- » Grilled Ocean Whitefish Entrée With Brown Rice



Braised Pork Entrée With Real Carrots

WET ENTRÉES

- » Chicken & Rice Entrée
- » Beef & Rice Entrée
- » Beef & Brown Rice Entrée
- » Shredded Turkey, Peas & Brown Rice Entrée
- » Shredded Beef & Lamb Entrée
- » Seared Beef, Green Beans & Brown Rice Entrée
- » Seared Chicken, Julienne Carrots & Barley Entrée
 - » Lamb & Vegetables Entrée
 - » Chicken & Vegetables Entrée
 - » Beef & Vegetables Entrée
 - » Turkey & Vegetables Entrée



Shredded Turkey, Peas & Brown Rice Entrée



SNACKS



With Chicken

Roasted Slices

Delicious, tender slices made with chicken breast as the first ingredient, and formulated without corn, wheat, or artificial colors and flavors.



With Turkey & Avocado

Tender Strips

Soft, chewy strips made with real turkey or lamb as the first ingredient.



With Lamb & Sweet Potato







NEW!
JANUARY 2015

BRIGHT MIND™

ADULT 7+

NOURISH YOUR DOG'S MIND

From less interaction with you to lower engagement in daily activities, there are many signs your dog may be aging. Purina® Pro Plan® BRIGHT MIND™ was created out of proprietary research that shows enhanced botanical oils provide an efficient fuel source for the brain in dogs age 7 and older – helping naturally nourish their minds to help them think more like they did when they were younger.

- » High-quality protein, including chicken as the first ingredient
- » Enhanced botanical oils shown to promote alertness and mental sharpness in dogs 7+, with visible results within 30 days
- » EPA, an omega-3 fatty acid, and glucosamine help support joint health and mobility

THE JOURNEY TO PURINA® PRO PLAN® BRIGHT MIND™

THE INSIGHT

around age 7, a dog's glucose metabolism in the brain begins to change, which can affect memory, learning, awareness or decision-making.



PURINA DISCOVERED

MCTs from enhanced botanical oils can be used as an additional energy source for the brain in dogs age 7+.

THE RESULTS

when added to the daily diet of dogs seven and older:

PROMOTED

- > Memory
- > Attention
- > Trainability

DIFFERENCES YOU MAY SEE IN YOUR DOG:

- > Interaction with you
- > Interest in playing
- > Ability to adapt and cope with change



Discover more at [BRIGHTMINDEFFECT.COM](https://www.brightmindeffect.com)



ADULT 7+
Chicken & Rice Formula

Real chicken is the #1 ingredient. Vitamin A and linoleic acid, an omega-6 fatty acid, for healthy skin and coat. Natural prebiotic fiber helps promote digestive health.



ADULT 7+
Large Breed Formula

Real chicken is the #1 ingredient. EPA, an omega-3 fatty acid, and glucosamine help support joint health and mobility. Natural prebiotic fiber helps promote digestive health.



ADULT 7+
Small Breed Formula

Real chicken is the #1 ingredient. Calcium, phosphorus and other minerals help maintain strong teeth and bones.

Frequently Asked Questions:



When should I start feeding this to my dog?

You should start feeding Purina® Pro Plan® Bright Mind™ Adult 7+ when your dog is around 7 years of age.

How long does it take before I will see changes in my dog age 7+?

In the Purina feeding study, the dogs who ate the dry dog food formulated with the special blend of enhanced botanical oils showed changes in their cognitive abilities in as little as 30 days.

Do dogs age 7+ have to keep eating Purina® Pro Plan® BRIGHT MIND™ Adult 7+ formula in order to sustain their alertness and mental sharpness?

Yes, they must continue to eat a Purina® Pro Plan® BRIGHT MIND™ Adult 7+ formula on a daily basis in order to sustain alertness and mental sharpness.





NATURAL

Plus Essential Vitamins and Minerals

Purina® Pro Plan® is dedicated to helping a dog's full potential shine through, naturally. That's why our Natural Formulas are created for outstanding nutrition, delivered through high-quality, natural ingredients, plus essential vitamins and minerals. And nothing less.

NO Corn, Wheat or Soy

NO Added Artificial Colors,
Flavors or Preservatives

NO Poultry By-Product Meal

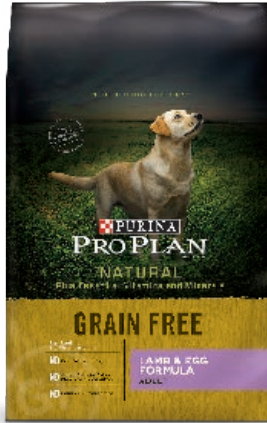
NATURAL

Plus Essential Vitamins and Minerals Carefully Chosen Ingredients for Outstanding Nutrition



ADULT Grain Free Chicken & Egg Formula

Real chicken is the #1 ingredient, and made with alternative sources of carbohydrates.



ADULT Grain Free Lamb & Egg Formula

Real lamb is the #1 ingredient, and made with alternative sources of carbohydrates.



ADULT Grain Free Tuna & Egg Formula

Real tuna is the #1 ingredient, and made with alternative sources of carbohydrates.



ALL LIFE STAGES Chicken & Brown Rice Formula

Made with real chicken as the #1 ingredient, plus 30% protein to maintain lean muscle in highly active dogs.



ALL LIFE STAGES Turkey & Barley Formula

Made with real turkey as the #1 ingredient, plus barley and oat meal as a highly digestible source of carbohydrates for energy.



ADULT Duck & Rice Formula

Made with real duck as the #1 ingredient, an alternative source of protein, plus easily digestible rice.



GRAIN FREE ENTRÉES

Purina® Pro Plan® natural, nutrient-rich Wet Entrées are made with carefully chosen ingredients.

- » Turkey & Sweet Potato Entrée
- » Beef & Peas Entrée
- » Chicken & Carrots Entrée



Turkey & Sweet Potato Entrée

SNACKS



With Chicken

Chicken Filets

Wholesome, tender snacks made with U.S.-sourced chicken and no corn, wheat or soy.



With Chicken & Sweet Potato

Jerky Slices

Flavorful snacks made with just seven simple ingredients including U.S.-sourced chicken, and no corn, wheat or soy.



With Chicken & Spinach







FOCUS

Large or small, young or old, within every dog lies an extraordinary spirit. Purina® Pro Plan® offers specialized nutrition for an exceptional life, experienced the way your dog was meant to live it.

- » Real chicken, lamb or salmon is the #1 ingredient in all dry formulas.
- » Formulated with key nutrients to help support specific needs based on life stage, life style, breed size or other unique needs

Purina® Pro Plan®
PUPPY FORMULAS

- » Real chicken or lamb is the #1 ingredient
- » DHA for brain and vision development
- » Rich in antioxidants to help nourish developing immune systems



PUPPY
Chicken & Rice Formula

Real chicken is the #1 ingredient. Calcium, phosphorus and other minerals help build strong teeth and bones.



PUPPY
Lamb & Rice Formula

Real lamb is the #1 ingredient. Calcium, phosphorus and other minerals help build strong teeth and bones.



PUPPY
Toy Breed
Chicken & Rice Formula

Real chicken is the #1 ingredient. Nutrient-dense kibble in tiny, bite-sized pieces for puppies who will weigh up to 10 pounds at maturity.



PUPPY
Small Breed
Chicken & Rice Formula

Real chicken is the #1 ingredient. Nutrient-dense kibble in small, bite-sized pieces for puppies who will weigh up to 20 pounds at maturity.



PUPPY
Large Breed
Chicken & Rice Formula

Real chicken is the #1 ingredient. Contains natural sources of glucosamine. Formulated for puppies who will weigh over 50 pounds at maturity.

Purina® Pro Plan® ADULT FORMULAS

- » Real chicken, lamb or salmon is the #1 ingredient in all dry formulas.
- » Formulated with key nutrients to support specific needs based on life stage, life style, breed size or other unique needs.
- » Vitamin A and linoleic acid, an omega-6 fatty acid, for healthy skin and coat



ADULT Sensitive Skin & Stomach Formula

Made with real salmon as the #1 ingredient, easily digestible rice and oat meal, plus omega fatty acids and zinc.



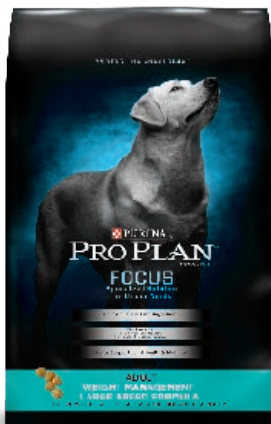
ADULT Toy Breed Formula

Real chicken is the #1 ingredient. Nutrient-dense kibble in tiny, bite-sized pieces for dogs who weigh up to 10 pounds.



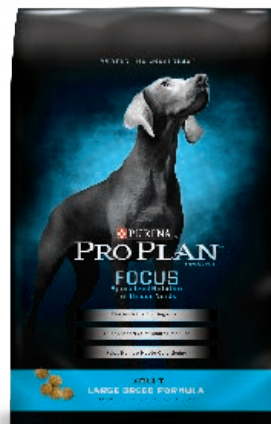
ADULT Small Breed Formula

Real chicken is the #1 ingredient. Nutrient-dense kibble in small, bite-sized pieces for dogs who weigh up to 20 pounds.



ADULT Large Breed Weight Management Formula

Real chicken is the #1 ingredient. Contains EPA and glucosamine plus an optimal protein to fat ratio for overweight and less active adult dogs over 50 pounds.



ADULT Large Breed Formula

Real chicken is the #1 ingredient. Contains natural sources of glucosamine and EPA, an omega-3 fatty acid. Formulated for dogs who weigh over 50 pounds.



ADULT
Giant Breed Formula

Real chicken is the #1 ingredient. Contains natural sources of glucosamine and EPA, an omega-3 fatty acid. Formulated for dogs who weigh over 100 pounds.



ADULT
Weight Management Formula

Real chicken is the #1 ingredient. Made with a high level of protein plus 25% less fat than Purina® Pro Plan® Shredded Blend Chicken & Rice Formula.



ALL LIFE STAGES
Small Bites
Lamb & Rice Formula

Real lamb is the #1 ingredient. Made with nutrient-dense, bite-sized pieces for dogs of all life stages who prefer to eat smaller bites.



WET ENTRÉES

Purina® Pro Plan® Focus Wet Entrées are made with optimized nutrition to help meet your dog's unique needs.

- » Puppy
Chicken & Rice Entrée
- » Puppy
Chicken & Brown Rice Entrée
- » Adult 7+
Beef & Rice Entrée
- » Weight Management
Turkey & Rice Entrée
- » Large Breed
Chicken & Rice Entrée
- » Large Breed
Beef & Rice Entrée
- » Sensitive Skin & Stomach
Salmon & Rice Entrée



Large Breed Chicken & Rice Entrée







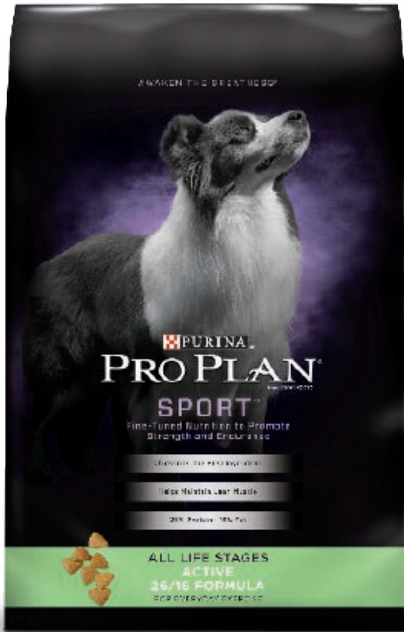
SPORT[®]

We believe every dog is capable of amazing things. Purina[®] Pro Plan[®] is dedicated to helping dogs of all activity levels excel through performance nutrition and expert resources – allowing your dog to reach his full potential.

DID YOU KNOW?*

- » When it comes to endurance, dogs are naturally great athletes.
- » Just by feeding the right food, you can improve your dog's athleticism.
- » Unlike humans, your dog's main energy source comes from fat not carbs.
- » A diet high in fat and protein will increase an active dog's metabolism and his endurance.
- » When comparing things like oxygen use (VO₂ Max, a measure of athletic ability), even dogs who sleep all day have more endurance than the greatest human athletes.

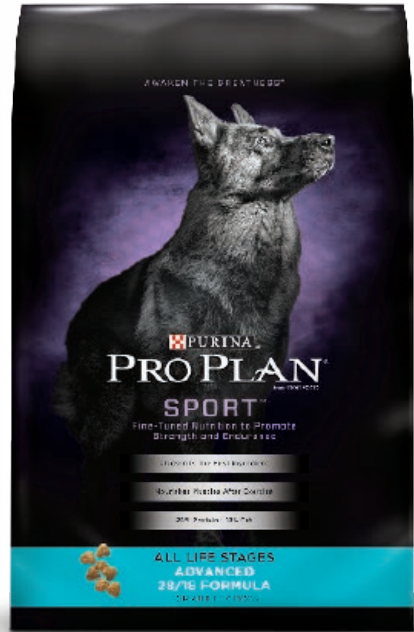
*The data came from Arleigh Reynolds in 1995, as data published in abstract form. Reynolds and Coworkers, FASEB Journal, 1995.



ALL LIFE STAGES
Active 26/16 Formula
 Helps maintain lean muscle mass.
 26% Protein and 16% Fat

For Everyday Exercise

- » Evening walks
- » Frequent games of fetch
- » Trips to the dog park



ALL LIFE STAGES
Advanced 28/18 Formula
 Nourishes muscles after exercise.
 28% Protein and 18% Fat

For Athletic Dogs

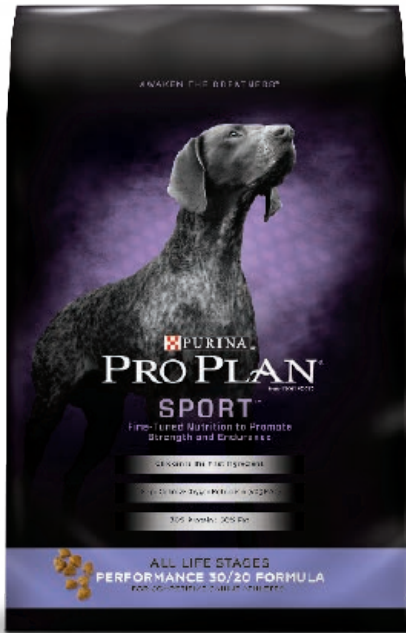
- » Long runs
- » Rigorous hikes
- » Dock diving at the lake

SNACKS



Training Treats

Bite-sized for quick rewarding, and approximately 3 calories per piece.



ALL LIFE STAGES
Performance 30/20 Formula

Made with chicken and rice

Helps optimize oxygen metabolism for increased endurance.

30% Protein and 20% Fat

For Competitive Canine Athletes

- » Fly ball
- » Agility
- » Diving dog competitions
- » Flying disc



ALL LIFE STAGES
Performance 30/20
Salmon & Rice Formula

Helps optimize oxygen metabolism for increased endurance.

30% Protein and 20% Fat

For Competitive Canine Athletes

- » Fly ball
- » Agility
- » Diving dog competitions
- » Flying disc

SPORT® NUTRITIONAL SUPPLEMENT BARS

Ideal for everything from daily jogs to high-intensity athletics



PRIME™ Bar – Fuel During Activity

- » Fast proteins help keep muscles strong during activity
- » Amino acids help nourish muscles before and during exercise



Feed 30 minutes before start of workout.



ReFUEL™ Bar – Nourishment After Activity

- » Promotes muscle rebuilding
- » Replenishes muscle energy stores
- » Amino acids help nourish muscles



Feed within 30 minutes of finishing workout.



PURINA
PRO PLAN
INCREDIBLE DOG
Challenge

Each year, the nation's top dogs in flying disc, agility, dock diving, hurdles and weave pole compete for the title of IDC Champion. We proudly sponsor this exceptional event.
proplan.com/idc

PURINA
PRO PLAN
FOR DOGS

NUTRITION THAT PERFORMS™

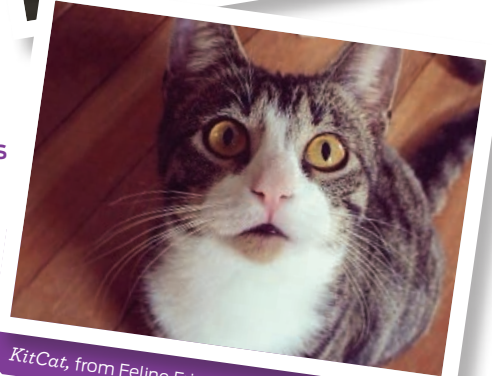
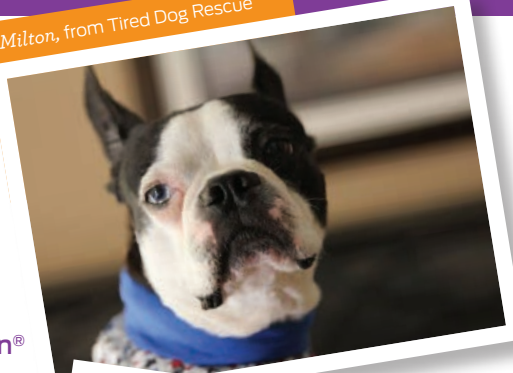


Celebrating 10 Years Of Helping Rescue Groups Nationwide

When a rescued dog or cat needs care, it's often a small rescue group who is there by their side. But these small groups are sometimes unheard or unseen.

Since it began in 2005, **Purina® Pro Plan® Rally to Rescue®** has been committed to helping these groups give pets the nutrition, care, and loving homes they deserve. In doing so, **we support hundreds of rescue groups across the country** by providing high-quality nutrition, financial support, marketing materials, and networking opportunities.

Milton, from Tired Dog Rescue



K'itCat, from Feline Friendz in Nebraska



Join us at facebook.com/rallytorescue

PURINA[®]
PRO PLAN[®]
NUTRITION THAT PERFORMS[™]



Purina[®] Pro Plan[®] is also available in cat food, snacks and litter.

PURINA[®]
PRO PLAN[®]
VETERINARY
DIETS



Coming Summer of 2015

 PURINA®
PRO PLAN®
NUTRITION THAT PERFORMS™

Available exclusively at Pet Specialty Retailers



 PURINA®
PRO PLAN®
www.proplan.com

P5
THE GREAT DOG APP™

Expert Training In The Palm Of Your Hand
proplan.com/p5



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Android is a trademark of Google Inc.

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at 1-800-PRO-PLAN (776-7526)

Join Us

