

Introducing

 PURINA®
PRO PLAN®
VETERINARY
DIETS



Let's Move Nutrition Forward™

Purina Veterinary Diets® is now

PURINA®
PRO PLAN®
VETERINARY
DIETS

What's Changing:

Our name.

Our therapeutic products have a new name—
Purina® Pro Plan® Veterinary Diets.

Our tools.

We're committed to providing the tools you need
to move nutrition forward in your practice.

Our package.

We updated packaging to be more clinic-friendly.
We added the veterinary exclusive seal, included
real cat and dog imagery, added new iconography
to easily communicate key claims, created trilingual
packaging, and included a proudly manufactured
at Purina-owned U.S. facilities logo.

What's Not:

Our food.

Our therapeutic formulas and veterinary exclusivity
remain the same.

Our product names and color coding.

We're keeping our current names and colors, with
the exception of DH and Dental Chewz, which will
change from teal to purple.

How you order.

Continue to order directly through your Purina
Veterinary Consultant or distributor representative.
The product UPCs will also stay the same.

Our commitment.

We believe that in expert hands, nutrition is truly
powerful. Look for a series of new Pro Plan®
Veterinary Diets to come, starting in March 2015.

Veterinary
exclusive seal

Real cat and
dog imagery

Same names
and color equities



New iconography
to easily communicate
key claims

Tri-lingual
packaging

Proudly
manufactured
at Purina-owned
U.S. facilities

New innovations coming soon.



EN Naturals

Dry Canine

- Natural formulas with the efficacy of EN
- Moderate fat and low fiber to help support intestinal health
- Highly digestible for optimal nutrient absorption
- Formulated without corn and wheat

Dry Feline

- Natural formulas with the efficacy of EN
- High protein and low carbohydrate to help support intestinal health
- Moderate fat for energy
- Highly digestible for optimal nutrient absorption
- Formulated without corn and wheat



UR Formulas

Wet Canine

- Helps reduce the risk of both sterile struvite and calcium oxalate crystal and stone formation

Wet Feline

- Helps reduce the risk of both sterile struvite and calcium oxalate stones
- New varieties, tastes, and textures
- Try Salmon and low calorie Turkey & Giblets recipes

Let's Move Nutrition Forward™

CANINE PRODUCTS

Comparison Chart



>> New Look, Same Formulations >> Veterinary Exclusive

Products	Current Packaging	NEW Packaging	Products	Current Packaging	NEW Packaging	Products	Current Packaging	NEW Packaging
DCO Dual Fiber Control [®] SIZES AVAILABLE 6 lb., 18 lb., 32 lb.			NEW COLOR DH Dental Health [®] SIZES AVAILABLE 18 lb.			NEW COLOR DH Dental Health [®] Small Bites SIZES AVAILABLE 6 lb.		
DRM Dermatologic Management [®] SIZES AVAILABLE 6 lb., 18 lb., 32 lb.			EN Gastroenteric [®] SIZES AVAILABLE 13.4 oz.			EN Gastroenteric [®] SIZES AVAILABLE 6 lb., 18 lb., 32 lb. Hospital Pack 32 lb.		
NEW SIZE HA Hydrolyzed [™] SIZES AVAILABLE 6 lb., 18 lb., 25 lb.			NEW PRODUCT HA Hydrolyzed [™] Chicken Flavor SIZES AVAILABLE 6 lb., 16.5 lb., 25 lb.			JM Joint Mobility [®] SIZES AVAILABLE 6 lb., 18 lb., 32 lb.		
NF Kidney Function [®] SIZES AVAILABLE 6 lb., 18 lb., 34 lb.			NF Kidney Function [®] SIZES AVAILABLE 13.3 oz.			OM Overweight Management [®] SIZES AVAILABLE 6 lb., 18 lb., 32 lb.		
OM Select Blend Overweight Management [™] SIZES AVAILABLE 6 lb., 18 lb., 32 lb.			OM Overweight Management [®] SIZES AVAILABLE 13.3 oz.			NEW COLOR Dental Chewz [™] Canine Treats SIZES AVAILABLE 5 oz. box		
Gentle Snackers [®] Canine Treats SIZES AVAILABLE 8 oz. pouch			Lite Snackers [®] Canine Treats SIZES AVAILABLE 24 oz. pouch			FortiFlora [®] Probiotic Supplement SIZES AVAILABLE 30 - 1 oz. sachets/box		

For more information, speak to your Purina Veterinary Diets[®] Sales Representative, visit ProPlanVetDiets.com, or call 1-800-222-VETS(8387) weekdays, 8:30 a.m. to 4:30 p.m.

FELINE PRODUCTS

Comparison Chart



>> New Look, Same Formulations >> Veterinary Exclusive

Products	Current Packaging	NEW Packaging	Products	Current Packaging	NEW Packaging	Products	Current Packaging	NEW Packaging
<p>NEW COLOR</p> <p>DH Dental Health[®]</p> <p>SIZES AVAILABLE 6 lb.</p>			<p>DM Dietetic Management[®]</p> <p>SIZES AVAILABLE 5.5 oz.</p>			<p>DM Dietetic Management[®]</p> <p>SIZES AVAILABLE 6 lb., 10 lb.</p>		
<p>DM Savory Selects Dietetic Management[™]</p> <p>SIZES AVAILABLE 5.5 oz.</p>			<p>EN Gastroenteric[®]</p> <p>SIZES AVAILABLE 5.5 oz.</p>			<p>EN Gastroenteric[®]</p> <p>SIZES AVAILABLE 6 lb., 10 lb.</p>		
<p>HA Hydrolyzed[™]</p> <p>SIZES AVAILABLE 4 lb., 8 lb.</p>			<p>NF Kidney Function[®]</p> <p>SIZES AVAILABLE 6 lb., 16 lb.</p>			<p>NF Kidney Function[®]</p> <p>SIZES AVAILABLE 5.5 oz.</p>		
<p>OM Overweight Management[®]</p> <p>SIZES AVAILABLE 6 lb., 16 lb.</p>			<p>OM Savory Selects Overweight Management[™]</p> <p>SIZES AVAILABLE 5.5 oz.</p>			<p>OM Overweight Management[®]</p> <p>SIZES AVAILABLE 5.5 oz.</p>		
<p>UR Urinary[®] St/Ox[®]</p> <p>SIZES AVAILABLE 6 lb., 16 lb.</p>			<p>UR Urinary[®] St/Ox[®]</p> <p>SIZES AVAILABLE 5.5 oz.</p>			<p>FortiFlora[®] Probiotic Supplement</p> <p>SIZES AVAILABLE 30 - 1 oz. sachets/box</p>		

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