Introducing





Let's Move Nutrition Forward



## 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.





# 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

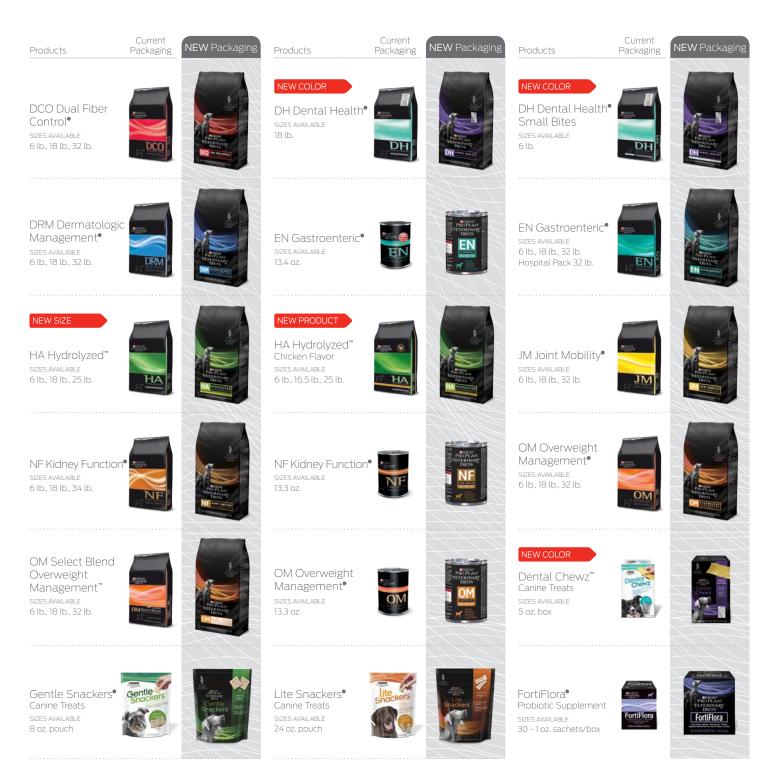
Let's Move Nutrition Forward

## **CANINE PRODUCTS**

## Comparison Chart



>> New Look, Same Formulations >> Veterinary Exclusive



For more information, speak to your Purina Veterinary Diets<sup>®</sup> 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	ging Products	Current Packaging NEW Packagin	g Products	Current Packaging NEW Packaging
NEW COLOR  DH Dental Health  SIZES AVAILABLE  6 lb.	DM Dietetic Management <sup>®</sup> SIZES AVAILABLE 5.5 OZ.	THE REAL PROPERTY OF THE PROPE	DM Dietetic Management® SIZES AVAILABLE 6 lb., 10 lb.	Part of the state
DM Savory Selects Dietetic Management™ SIZES AVAILABLE 5.5 oz.	EN Gastroenteric's SIZES AVAILABLE 5.5 oz.	FINAL EN MARKET STATE OF THE PARTY OF THE PA	EN Gastroenteric SIZES AVAILABLE 6 lb., 10 lb.	EN STREET
HA Hydrolyzed™ Sizes Available 4 lb., 8lb.	NF Kidney Function® SIZES AVAILABLE 6 lb., 16 lb.	NF CONTROL OF THE PARTY OF THE	NF Kidney Function® SIZES AVAILABLE 5.5 oz.	THE STATE OF THE S
OM Overweight Management Sizes AVAILABLE 6 lb., 16 lb.	OM Savory Select Overweight Management™ SIZES AVAILABLE 5.5 oz.	ets OM	OM Overweight Management <sup>®</sup> SIZES AVAILABLE 5.5 oz.	PHILAN ON SERVICE SERV
UR Urinary® St/Ox® SIZES AVAILABLE 6 lb., 16 lb.	UR Urinary® St/Ox SIZES AVAILABLE 5.5 oz.	Ve URB	FortiFlora® Probiotic Supplemen SIZES AVAILABLE 30 - 1 oz. sachets/box	Ronding to the state of the sta

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