



PURINA
PRO PLAN


NUTRITION THAT PERFORMS™


WHAT IF
YOU COULD ENRICH
THE LIFE OF YOUR
DOG THROUGH
THE **POWER OF**
NUTRITION?



Connect with us

  @PurinaSingapore

 www.purina.com.sg

 800-601-1633

PURINA

Your Pet, Our Passion.™



Colostrum

Nutrition for puppies to develop
a healthy immune system



**DHA, also found
in mother's milk,
to support brain
development**



**Helps maintain
gastrointestinal
health with
colostrum**



**Scientifically proven
antioxidants for
immune defence**



After weaning, a puppy's immunity reaches a low, which creates an immunity gap. PRO PLAN® Puppy Dry food contains Colostrum (mother's first milk) proven to boost the immune system and help support their long-term health.

PUPPY

Healthy Growth & Development



Up to 12 months



Up to 12 months



Up to 24 months



Scan to learn more

SMALL & MINI



MEDIUM



LARGE



Fortified with **Colostrum**
proven to boost immunity in puppies



DHA from omega-rich fish oil helps nourish brain and vision development



Help maintain gastrointestinal health with colostrum



Easy rehydration of kibble for weaning

SMALL & MINI



Easily digestible, nutrient dense formula for fast growth of Small & Mini puppies

MEDIUM



Highly digestible quality ingredients for superior nutrient absorption

LARGE



Natural glucosamine & minerals to support healthy joint skeletal & teeth development



No added artificial colours, flavours and preservatives

WHAT IF YOU COULD GIVE YOUR DOG LIFE-CHANGING NUTRITION?

HOW PRO PLAN® ADULT ESSENTIAL HEALTH WORK

Long healthy life

The Purina Life Span study* has shown that dogs can live a longer, healthier life by being fed in line with the feeding guideline and to their ideal body condition over a lifetime.

Healthy teeth & gums

Dental disease can be a common issue amongst adult dogs. PRO PLAN® Adult contains Vitamin D, calcium and phosphorus which are key nutrients for healthy bone and gum maintenance while the dry crunch, abrasive kibble texture helps limit tartar and plaque build up.

Superior nutrient adsorption

PRO PLAN® is made with quality ingredients that are processed to stringent standards to assist with optimal digestibility and facilitates high nutrient absorption.



ESSENTIAL HEALTH

Adult - Chicken

1+ years



Scan to learn more



Scientifically proven nutrition to help adult dogs live a **Long healthy life**



Key nutrients including taurine to support healthy heart functions



Balanced minerals, vitamin D and omega-3 fatty acids support healthy teeth and gums



Concentrated nutrients to support the faster metabolism of small breed dogs



No added artificial colours, flavours and preservatives

ESSENTIAL HEALTH

Adult - Chicken

1+ years



Scan to learn more



Scientifically proven nutrition to help adult dogs live a **Long healthy life**



Key nutrients including taurine to support healthy heart functions



Balanced minerals, vitamin D and omega-3 fatty acids support healthy teeth and gums



Vitamin A and omega-6 fatty acid, for healthy skin and coat



Highly digestible quality ingredients for superior nutrient absorption



No added artificial colours, flavours and preservatives

ESSENTIAL HEALTH

Adult - Chicken

1+ years



Scientifically proven nutrition to help adult dogs live a **Long healthy life**



Key nutrients including taurine to support healthy heart functions



Balanced minerals, vitamin D and omega-3 fatty acids support healthy teeth and gums



Helps maintain healthy joints with glucosamine and anti-inflammatory omega-3 fatty acids



Minerals & high protein to fat ratio strengthen skeleton & muscles to avoid extra stress on joints



No added artificial colours, flavours and preservatives

The logo features a gold outline of a house roof above the word "PURINA" in a white serif font, which is enclosed in a white rectangular box with a red and white checkerboard pattern on the left side. Below this, the words "PRO PLAN" are written in a larger, gold serif font.

PURINA
PRO PLAN

NUTRITION THAT PERFORMS™

SPECIALISED NEEDS

Give your dog exactly what he needs to excel. PRO PLAN® provides specialized formulas that meets your dog's unique nutritional needs.



SENSITIVE SKIN & COAT

Puppy Tailored Needs – Salmon

Small Breed: Up to 8 months
Medium Breed: Up to 12 months
Large Breed: Up to 24 months



Scan to learn more



Fortified with
Colostrum
proven to boost immunity in puppies



Specific blend of nutrients proven to maintain healthy, firm skin & beautiful shiny coat



Carefully selected protein sources to help minimize risk of skin reactions and discomfort



Key nutrients to help limit excessive hair loss and strengthen hair follicles



No added artificial colours, flavours and preservatives

SENSITIVE SKIN & COAT

Adult Tailored Needs – Salmon

1+ years



Scan to learn more

SMALL & MINI



Scan to learn more

MEDIUM & LARGE



Natural Ingredients

And no added artificial colours, flavours & preservatives



Specific blend of nutrients proven to maintain healthy firm skin & beautiful shiny coat



Carefully selected protein sources to help minimize risk of skin reactions and discomfort



Key nutrients to help limit excessive hair loss and strengthen hair follicles



No added artificial colours, flavours and preservatives

SENSITIVE DIGESTION

Puppy & Adult Tailored Needs - Lamb & rice

up to 24 months

1+ years



Scan to learn more

PUPPY



Scan to learn more

ADULT



Fortified with
Colostrum
proven to boost immunity in puppies



Easily to digest gentle formula for dogs with digestive sensitivities



Added insoluble dietary fibres to help regulate intestinal transit and promote digestive comfort



Prebiotics proven to increase number of good bacteria in the gut and help improve digestive health



Omega 3 & 6 fatty acids & high-quality protein to help support healthy skin & coat



No added artificial colours, flavours and preservatives

SENSITIVE SKIN & STOMACH

Adult Tailored Needs – Salmon & Tuna

1+ years



Scientifically developed dual action: skin & stomach formula to help minimize overall sensitivities



Contains natural ingredients and no added artificial colours, flavours & preservatives



Helps reduce skin inflammation and assist in skin repair, maintain skin moisture & firmness



Highly digestible & gentle ingredients for inflamed digestive tract



No added artificial colours, flavours and preservatives

FUSSY & BEAUTY

Adult Tailored Needs – Chicken

1+ years



High-Quality Ingredients

Including real chicken for a superior taste



Helps promote skin cell growth to highlight natural coat colour and shiny coat



Dual shape kibble to help promote chewing, teeth cleaning and fresher breath



Combination of vitamin A, antioxidants, taurine for healthy vision and bright eyes



No added artificial colours, flavours and preservatives

WEIGHT LOSS, STERILISED

Adult Tailored Needs – Chicken

1+ years



Promotes up to **60% body fat loss**
Within 12 weeks* through a high protein, 40% less fat** formula^



L-Carnitine helps convert fat to energy naturally & maintain a healthy weight



Helps reduce feeling of hunger through high protein content, complex carbohydrates & dietary fibers



Formulated for weight management, suitable for sterilised dogs



No added artificial colours, flavours and preservatives

* Purina Study, Intern J Appl Res Vet Med, Vol 7, No 4, 2009

** Compared to Medium Adult

^ In conjunction with regular exercise and feeding in accordance with feeding guide



15 OF THE LAST 16*

WESTMINSTER KENNEL CLUB BEST IN SHOW WINNERS
ALL 7 GROUP CATEGORY WINNERS
ALL 92 OUT OF THE TOP 100 SHOW DOGS
WERE FUELED BY PURINA PRO PLAN

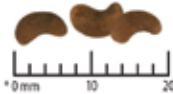
CONGRATULATIONS,
TRUMPET!



PERFORMANCE STARTER

Pregnancy, Nursing – Chicken

Puppy: Up to 24 months
Gestation: Up to 9 weeks pregnant
Lactation: Up to 6 weeks



Scan to learn more



Fortified with
Colostrum
proven to boost immunity in puppies



DHA from omega-rich fish oil helps nourish brain and vision development



Concentrated nutrition to help fuel metabolic demands of growing puppies



Colostrum helps maintain gastrointestinal health



Easy rehydration of kibble for weaning



Easily digestible & supports the fast growth of puppies with nutrient dense formula

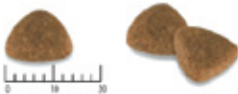


No added artificial colours, flavours and preservatives

PERFORMANCE

Endurance, Pregnancy, Nursing – Chicken

All Life Stages



Scan to learn more



Increased Endurance

for highly active dogs due to high protein & fat levels



Concentrated Nutrition to help fuel metabolic needs & Maintain lean muscle



Formulated to aid rapid muscle recovery, including high level protein for amino acids



Provides key nutrients mothers need during pregnancy & nursing to nourish strong puppies



No added artificial colours, flavours and preservatives



PURINA
PRO PLAN

NUTRITION THAT PERFORMS™



BRIGHT MIND

Breakthrough innovation in
canine nutrition which combines
MCT oils and key nutrients

BRIGHT MIND

Healthy Ageing – Chicken

Adult 7+



Scan to learn more

SMALL & MINI



Scan to learn more

MEDIUM & LARGE



Enhanced botanical oils

With MCTs shown to promote mental alertness and sharpness in dogs 7+, visible results in 30 days



Breakthrough blend of brain supporting nutrients for cognitive health



High in antioxidants to support a healthy immune system to help fight daily challenges



Made with real chicken and natural ingredients



No added artificial colours, flavours and preservatives

NUTRITION THAT PERFORMS™

We at PRO PLAN®, believe nutrition is the foundation for long-term health, well-being and the starting point for an amazing life for your dog. That is why every PRO PLAN® formula is guaranteed to provide 100% of the essential nutrients your dogs need and love.

With our PRO PLAN® food, we go even further than this excellent nutritional foundation.



Passion and experience in pet food nutrition



Scientists including veterinarians, behaviorists and nutritionists worldwide whose sole focus is to bring the next nutritional breakthrough to you and your pet



Combining optimal cooking processes with high quality proprietary ingredient blends provides superior nutrient absorption, with great taste dogs love




DISCOVER THE PRO PLAN® DRY DOG FOOD RANGE



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