



PURINA®

PRO PLAN®

NUTRITION THAT PERFORMS®



2016

NUTRITION THAT PERFORMS[®]



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 ratio 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:



9 out of the last 9 Westminster Best in Show Champions were fueled by Purina[®] Pro Plan^{**}



94 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[®]

The handler or owner of these champions may have received Pro Plan dog food as Purina ambassadors.

* 2007-2014

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

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



All of our formulas are high in protein, featuring real meat, poultry or fish.



No ingredient is unnecessary; everything is precisely selected to work together.

Our products are trusted and recommended by hundreds of veterinarians, breeders and rescue groups nationwide.



Our nutrition is backed by a team of over 400 scientists, including nutritionists, behaviorists and veterinarians.



Our foods have a great taste that cats love.



SAVOR[®]

Give your cat **extra-ordinary nutrition with exceptional taste**. Purina[®] Pro Plan[®] Savor[®] has the **advanced nutrition** she needs to help her live a **healthy, active life**, along with a sensory experience that will have her loving every minute of it.



ADULT
Shredded Blend
Chicken & Rice Formula
 Chicken is the #1 ingredient. Prebiotic fiber to help promote digestive health. Omega fatty acids for healthy skin & coat.



REAL CHICKEN OR SALMON IS THE
first ingredient

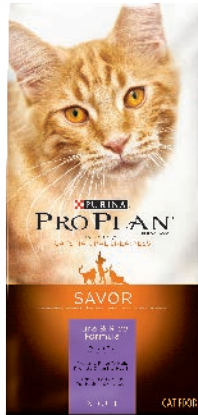
made with
40%
PROTEIN
TO HELP MEET A CAT'S UNIQUE NUTRITIONAL NEEDS



ADULT
Shredded Blend
Salmon & Rice Formula
 Salmon is the #1 ingredient. Prebiotic fiber to help promote digestive health. Omega fatty acids for healthy skin & coat.



SAVOR® Dry Formulas



ADULT Tuna & Rice Formula

Tuna is the #1 ingredient. Prebiotic fiber to help promote digestive health. Omega fatty acids for healthy skin & coat.



ADULT Chicken & Rice Formula

Chicken is the #1 ingredient. Prebiotic fiber to help promote digestive health. Omega fatty acids for healthy skin & coat.



ADULT Salmon & Rice Formula

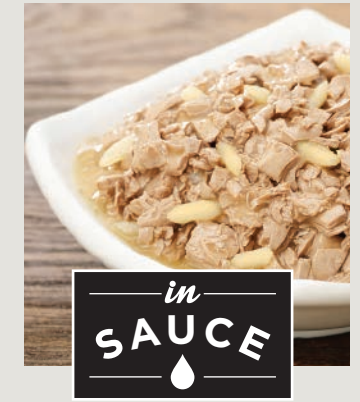
Salmon is the #1 ingredient. Prebiotic fiber to help promote digestive health. Omega fatty acids for healthy skin & coat.



Chicken & Rice Formula

SAVOR® Wet Entrées

- » Many offerings include complements of pasta, vegetables, cheese or rice
- » Made with high-quality protein including meat, poultry or fish
- » Great taste your cat will love



- » Beef & Carrots Entrée
- » Chicken & Spinach Entrée (shown)
- » Chunky Chicken Entrée
- » Salmon & Wild Rice Entrée
- » Turkey & Giblets Entrée
- » Turkey & Vegetable Entrée

- » Beef & Cheese Entrée
- » Beef & Chicken Entrée
- » Beef, Carrots & Rice Entrée
- » Beef Entrée With Carrots
- » Chicken & Cheese Entrée
- » Chicken, Pasta & Spinach Entrée
- » Chicken & Rice Entrée
- » Chicken Entrée With Tomatoes
- » Chicken, Tomato & Pasta Entrée
- » Turkey & Cheese Entrée
- » Turkey & Pasta Entrée
- » Turkey & Rice Entrée
- » Turkey & Vegetable Entrée
- » White Meat Chicken & Vegetable Entrée (shown)

- » Chicken, Tuna & Wild Rice Entrée
- » Salmon & Cheese Entrée
- » Salmon & Rice Entrée (shown)
- » Salmon Entrée With Wild Rice
- » Salmon, Shrimp & Rice Entrée
- » Seafood Stew Entrée
- » Sole & Vegetable Entrée
- » Sole Entrée With Spinach
- » Tuna Entrée
- » Tuna, Shrimp & Rice Entrée
- » Trout & Pasta Entrée



FOCUS

Give your cat the nutrition she needs to help her excel. Purina® Pro Plan® Focus has specialized formulas to meet your cat's **unique nutritional needs**. So whatever the size, age or lifestyle, you can **nurture the greatness** in your cat.

- » Real meat, poultry or fish is the #1 ingredient in all dry formulas (excludes Urinary Tract Health Formula)
- » A range of wet and dry formulas that work together to address specific needs
- » All formulas provide essential nutrients to help support a healthy immune system



FOCUS Kitten Formulas



KITTEN
Chicken & Rice Formula
Chicken is the #1 ingredient. DHA for brain and vision development. Immune system nourishment.

KITTEN
Salmon & Ocean Fish Entrée
CLASSIC



KITTEN
Ocean Whitefish & Tuna Entrée
FLAKED



KITTEN
Chicken & Liver Entrée
CLASSIC

FOCUS Adult 11+ Formulas



ADULT 11+
Chicken & Rice Formula
Chicken is the #1 ingredient. Prebiotic fiber to help promote digestive health. Omega fatty acids for skin & coat nourishment.



ADULT 11+
Indoor Care Turkey & Rice Formula
Turkey is the #1 ingredient. Natural fiber helps control hairballs. High protein nutrition helps maintain a healthy weight.



ADULT 11+
Chicken & Beef Entrée
CLASSIC



ADULT 11+
Salmon & Tuna Entrée
CLASSIC



FOCUS Unique Needs Formulas & Entrées



ADULT
Weight Management Formula
 Optimal protein level helps cats lose fat, not muscle.



ADULT
Indoor Care Salmon & Rice Formula
 Salmon is the #1 ingredient in dry formula. Helps control the formation of hairballs. Helps cats maintain a healthy weight.



ADULT
Sensitive Skin & Stomach Lamb & Rice Formula
 Lamb is the #1 ingredient. Highly digestible ingredients. Omega fatty acids and zinc for healthy skin & coat.



ADULT
Sensitive Skin & Stomach Herring & Rice Formula
 Herring is the #1 ingredient. Highly digestible ingredients. Omega fatty acids and zinc for healthy skin & coat.



ADULT
Healthy Metabolism Formulas
 L-Carnitine helps convert fat to energy more efficiently. Optimal balance of protein and fat helps support an ideal body condition.
 » Chicken Entrée in Gravy
 » Salmon Entrée in Sauce
 » Turkey Entrée in Gravy



ADULT
Hairball Management Chicken & Rice Formula
 Chicken is the #1 ingredient. Natural fiber helps control hairballs. Omega fatty acids for healthy skin & coat.



ADULT
Indoor Care Turkey & Rice Formula
 Turkey is the #1 ingredient. Prebiotic fiber to help promote digestive health. High protein nutrition helps maintain healthy weight.

FOCUS Urinary Tract Health Formulas



- » Beef & Chicken Entrée Classic
- » Chicken Entrée in Gravy
- » Ocean Whitefish Entrée Classic
- » Turkey & Giblets Entrée Classic

HELPS MAINTAIN URINARY TRACT HEALTH BY REDUCING URINARY PH AND PROVIDING LOW DIETARY MAGNESIUM

Made with real meat, fish or poultry, for a taste cats love



ADULT
Urinary Tract Health Formula



TRUE NATURE®

Give your cat high-protein nutrition to **feed her natural instincts**. Purina® Pro Plan® True Nature® features **natural recipes, plus essential nutrients** to fuel her razor-sharp reflexes, remarkable agility and intense focus. So she can have the strength to help her excel from the inside, out.

- » High-protein dry formulas, with real poultry or fish as the #1 ingredient
- » Dry and wet formulas are natural plus essential nutrients, and include grain-free options
- » Optimized for lean muscle, strength and energy



TRUE NATURE® 45% Protein Formulas

**45%
PROTEIN**
helps promote
total body health

Optimized for lean
muscle, strength
and energy



Real turkey or trout
is the #1 ingredient



ADULT
Natural Turkey
& Rice Formula
Plus Essential Nutrients

Multiple sources of high-quality
protein including turkey as the
#1 ingredient.



ADULT
Natural Trout &
Rice Formula
Plus Essential Nutrients

Multiple sources of high-quality
protein including trout as the
#1 ingredient.

TRUE NATURE® Wet Entrées

ADULT
Natural Ocean Whitefish
& Trout Entrée
Plus Essential Nutrients
IN SAUCE



ADULT
Natural Chicken &
Turkey Entrée
Plus Essential Nutrients
IN GRAVY



ADULT
Natural Salmon &
Catfish Entrée
Plus Essential Nutrients
IN SAUCE



ADULT
Natural Chicken &
Salmon Entrée
Plus Essential Nutrients
IN SAUCE



ADULT
Natural Beef &
Liver Entrée
Plus Essential Nutrients
IN GRAVY



TRUE NATURE® Grain Free Dry Formulas



Formulated without corn, wheat or soy

Natural Plus Essential Nutrients

Highly digestible dry formulas promote optimal nutrient absorption

No added artificial colors, flavors or preservatives



ADULT
Natural Chicken & Egg Formula
Plus Essential Nutrients

With 40% protein, chicken is the #1 ingredient.



ADULT
Natural Salmon & Egg Formula
Plus Essential Nutrients

With 40% protein, salmon is the #1 ingredient.

TRUE NATURE® Grain Free Wet Entrées

ADULT
Natural Chicken & Liver Entrée
Plus Essential Nutrients
CLASSIC



ADULT
Natural Turkey & Chicken Entrée
Plus Essential Nutrients
CLASSIC



ADULT
Natural Beef & Giblets Entrée
Plus Essential Nutrients
CLASSIC



ADULT
Natural Ocean Whitefish & Salmon Entrée
Plus Essential Nutrients
CLASSIC



ADULT
Natural Trout & Salmon Entrée
Plus Essential Nutrients
CLASSIC

“GREAT PRODUCT”

I cannot believe how they reacted to the True Nature!! They absolutely loved it, [it's] the bowl that is always empty and I've actually seen them wait behind the other for their turn to eat. I will [definitely] be buying more of True Nature and telling all my friends with cats. ”

– CSHAVE, CAT OWNER
PRODUCT: ADULT 45% PROTEIN NATURAL TURKEY & RICE FORMULA



SNACKS & CHEWS

Purina® Pro Plan® snacks and chews provide a **variety of flavors cats love**, with quality ingredients. For enjoyment **without compromise.**



Indoor Crunch

- » Contains 10% fewer calories than Purina® Pro Plan® Crunchy Bites
- » Contains prebiotic fiber



Hairball Remedy

- » Helps prevent and eliminate hairballs
- » Tender chews made with real chicken



Dental Crunch

- » Crunchy texture helps clean teeth and freshen breath
- » Helps reduce tartar buildup



Protein Crunch

- » Made with real turkey, lamb or shrimp
- » 45% protein for energy, strength and lean muscle
- » Natural With Added Taurine



Crunchy Bites

- » Made with real chicken, salmon or tuna
- » Accents of carrots, tomatoes and peas
- » Complete and balanced nutrition for adult cats



LITTER

Created for your home and those in it – our complete line of litters are made with **high-quality ingredients** for exceptional performance.



PURINA
PRO PLAN
brand CAT LITTER
renew
100% natural premium clumping litter



Earth-Friendly Litter,
Inside & Out

Purina® Pro Plan® Renew® is made of carefully chosen, 100% natural ingredients available in two formulas that are healthy for your cat and home. But the benefits don't stop there. Our unique, durable packaging is made of 93% recycled materials, to help maintain our planet's valuable natural resources.



RENEW® UNSCENTED

- **100% Natural** Odor Control
- Highly Absorbent Corncob
- 99.9% Dust Free
- Fresh-Smelling Cedar
- Fragrance-Free For Sensitive Cats

RENEW® NATURAL BALSAM WOOD SCENT

- **100% Natural** Odor Control
- Highly Absorbent Corncob
- 99.9% Dust Free
- Fresh-Smelling Cedar

AVAILABLE IN



6.5 LB & 10.5 LB



PURINA®
PRO PLAN®
VETERINARY
DIETS



Therapeutic nutrition for pets with special dietary needs.
 Available exclusively at your local veterinary clinic.

PURINA®
PRO PLAN®
INCREDIBLE DOG
Challenge

Each year, the nation's top dogs in freestyle flying disc, agility, diving dog, Jack Russell hurdle racing and the 30-weave up-and-back compete for the title of IDC Champion. For over 15 years, we've been the proud producer of this event.
proplan.com/idc



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, promotional support, marketing materials and networking opportunities.



Milton, from Tired Dog Rescue



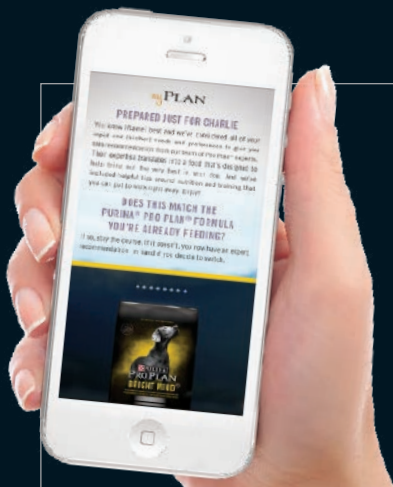
Karl, from Orphan Animal Rescuer & Sanctuary



Join us at facebook.com/rallytorescue

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

Available exclusively at Pet Specialty Retailers



my **PLAN**

Create a plan to help your pet live life to the fullest. Tell us about your pet's unique traits and preferences, and get an expert recommendation for the right dry formula of Purina® Pro Plan® to meet your pet's nutritional needs. Plus, receive helpful tips around nutrition and training that you can put to work right away.

CREATE A PLAN FOR YOUR PET AT ProPlan.com/myPlan

Visit proplan.com or call us
at 1-800-PRO-PLAN (776-7526)

Join Us

