



PURINA<sup>®</sup>  
PRO PLAN<sup>®</sup>

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WE NEED TO TALK  
ABOUT PET NUTRITION

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GASTROINTESTINAL  
*Nutrition*  
FOR LIFELONG CARE

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# WE NEED TO TALK ABOUT PET NUTRITION

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## Are you asking yourself these questions?

- ◆ Are my patients eating the right food?
- ◆ What are my patients' nutritional requirements?
- ◆ Which food should I recommend to my patients with gastrointestinal (GI) issues?
- ◆ What's the best way to use nutritional assessment tools in my clinic?
- ◆ Do I feel confident to talk and answer questions about pet nutrition?



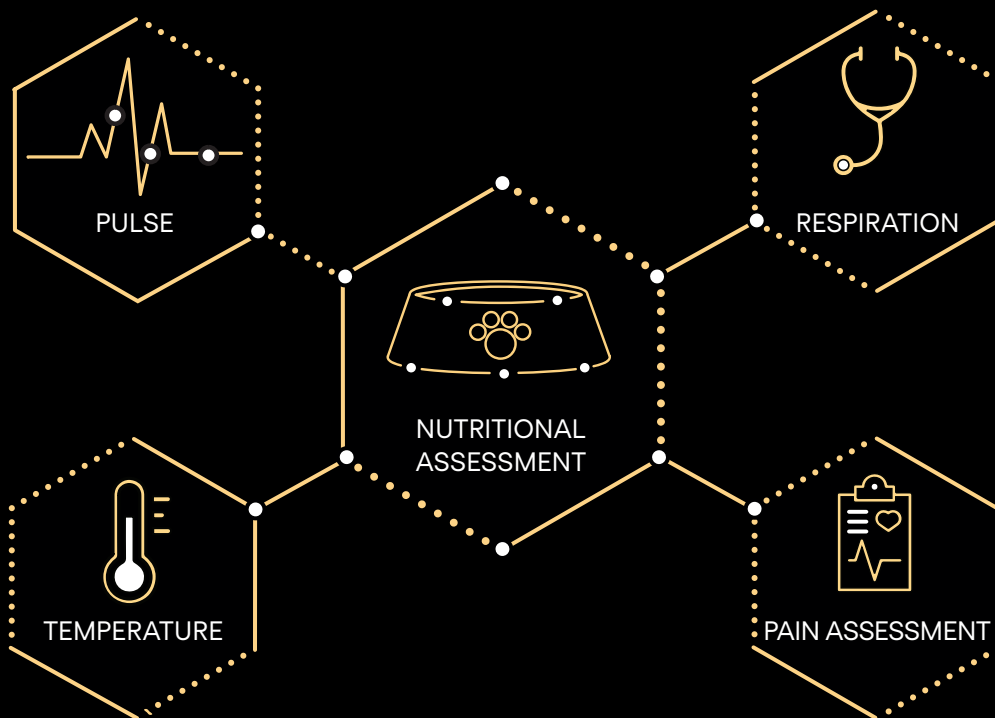
GASTROINTESTINAL

# Nutrition

FOR LIFELONG CARE

## Did you know?

The **World Small Animal Veterinary Association (WSAVA)** incorporated nutritional assessment as the **5th vital sign** in the standard physical examination<sup>2</sup>



## Why is pet nutrition so important?

83%

of pet owners<sup>1</sup> completely trust their veterinarians to provide information about pet nutrition



Some pet owners find information on the internet, which is often anecdotal with no scientific basis

<  
50%

of pet owners receive this information from their veterinarian

But only **1 in 4 (22%)** veterinarians proactively talk about it with their clients



# VetCenter

## Master nutrition conversations with our **NEW Purina Learning Journey**



Start insightful conversations about pet nutrition



Be confident to provide the best nutritional advice



Gain the trust of your clients with the latest assessment tools



Learn all about gastrointestinal nutritional management

## How do I get started?

Our new Learning Journey is located in Purina Vet Center – a one-stop shop for pet nutrition knowledge and useful in-clinic tools.



Each learning module consists of short capsules of knowledge



Whether you have 5 minutes or 30 minutes



During your breaks or free time



Become a nutrition champion in your clinic

# Do you want to become a nutrition champion in your clinic?

## The Learning Journey at a glance



**Let's get started!**  
<https://vetcentre.purina.co.uk>

The Learning Journey will be comprised in **4 modules**:

- 1.** Fundamentals of pet nutrition
- 2.** Nutritional Assessment
- 3.** Conversations with pet owners
- 4.** Nutritional management of Gastrointestinal (GI) conditions

### **Plus,**

It will be structured with different dynamic exercises including quizzes and interactive sections.

After completing each module, you'll receive a certificate that allows you access to the following modules.

The modules begin with GI nutrition, and future learning journeys will discuss a range of pet care subjects.



**Become the nutrition champion in your clinic!**

## Your learning journey at a glance



**Join now!**



The journey from food to nutrients



How different are cat's and dog's nutritional requirements?

### Module 1. Fundamentals on Pet Nutrition



**Certificate awarded**



How to start client-friendly pet nutrition conversations?



Provide credible answers to nutrition questions – always backed up by science



How to communicate concise key messages in a friendly language?

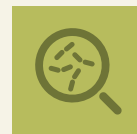
### Module 3. Conversations with Pet Owners



Feline and Canine digestive disease



Dietary management of gastrointestinal conditions



The amazing science behind the gut microbiome

### Module 4. Nutritional Management of Gastrointestinal Conditions

After completing the different milestones of each module, you will be rewarded with a certificate.



What's behind a tasty food?  
The importance of palatability and digestibility



Decoding a food label



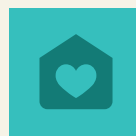
**Certificate awarded**



**Certificate awarded**



Incorporate Nutritional Assessment as the 5th vital sign in your clinic<sup>1</sup>



Learn how to take a complete diet history of your pet patients



## Module 2. Nutritional Assessment



Microbiome beyond the gut



Pre- and Probiotics. Health benefits and sources



**Certificate awarded**

# Discover our complete PRO PLAN® GASTROINTESTINAL RANGE

Although a case-by-case approach is preferred in daily practice, GI manifestations can be classified accordingly to the severity of their symptoms as:

## MAJOR GI CONDITIONS

Clinical signs of major GI conditions include, amongst others:

- ✓ Acute or chronic diarrhoea
- ✓ Weight loss
- ✓ Vomiting
- ✓ Abdominal pain




## MINOR GI MANIFESTATIONS

Minor GI manifestations include episodes of, amongst others:

- ✓ Soft stools
- ✓ Minor digestive sensitivities

Depending on the diagnosis, there is a broad range of PRO PLAN® diets that can help support patients through a variety of conditions.

## DIETARY MANAGEMENT OF MAJOR GI CONDITIONS

<p><b>IS THERE A SUSPECTED GASTROINTESTINAL CONDITION?</b></p>	<p><b>EN GASTROINTESTINAL</b><sup>1</sup></p> <p><b>CANINE &amp; FELINE</b></p>  <p>EN CAN IS NOT SUITABLE FOR PUPPIES</p>
<p><b>IS THERE A SUSPECTED INTOLERANCE TO CERTAIN INGREDIENTS?</b></p>	<p><b>HA HYPOALLERGENIC</b><sup>2</sup></p> <p><b>CANINE &amp; FELINE</b></p> 
<p><b>IS THERE CHRONIC HEPATIC INSUFFICIENCY?</b></p>	<p><b>HP HEPATIC</b><sup>3</sup></p> <p><b>CANINE &amp; FELINE</b></p> 

1. For puppies under 4 months old, the only suitable product is EN Gastrointestinal™ Dry.
2. HA Hypoallergenic™ and HP Hepatic™ are only suitable for puppies over 4 months.
3. All diets are suitable for kittens except HP Hepatic™.





# PURINA<sup>®</sup> PRO PLAN<sup>®</sup>

HAS THE CONDITION  
RESOLVED?

IS THE PET ONLY SUFFERING  
FROM A MINOR GI CONDITION?

## DIETARY MANAGEMENT OF MINOR GI MANIFESTATIONS

Transition to PRO PLAN<sup>®</sup> or PRO PLAN<sup>®</sup> Expert Care Nutrition  
for sensitive digestion

### DOG SENSITIVE DIGESTION

PRO PLAN<sup>®</sup>  
PRO PLAN<sup>®</sup> SENSITIVE  
DIGESTION AND  
PRO PLAN<sup>®</sup> GRAIN  
FREE SENSITIVE  
DIGESTION FOR  
PUPPIES AND ADULT\*



PRO PLAN<sup>®</sup>  
EXPERT CARE  
NUTRITION  
DIGESTION  
CARE



### CAT SENSITIVE DIGESTION

PRO PLAN<sup>®</sup>  
STERILISED  
ADULT WITH  
OPTIDIGEST<sup>®</sup>



PRO PLAN<sup>®</sup>  
DELICATE  
ADULT WITH  
OPTIDIGEST<sup>®</sup>  
AND DELICATE  
NUTRISAVOUR



## FortiFlora<sup>®</sup>



FortiFlora<sup>®</sup> is a probiotic that helps support  
intestinal health and balance. This complementary  
pet food is adequate for all ages.<sup>4</sup>



- \* For small, medium, large athletic and large robust dogs.  
4. FortiFlora<sup>®</sup> contraindicated for specific food intolerances.

Please note that all indications for PURINA<sup>®</sup> Veterinary Diets mentioned on this brochure are for the dietary support of the dog (or cat) with the listed condition and do not preclude appropriate medical management. The veterinary diets should be used under veterinary supervision.



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Please contact your PURINA<sup>®</sup> representative  
or visit [www.purina.com/vetcenter](http://www.purina.com/vetcenter) for more information