DRM DERMATOLOGIC MANAGEMENT NATURALS™

WITH ADDED VITAMINS & MINERALS

CANINE FORMULA

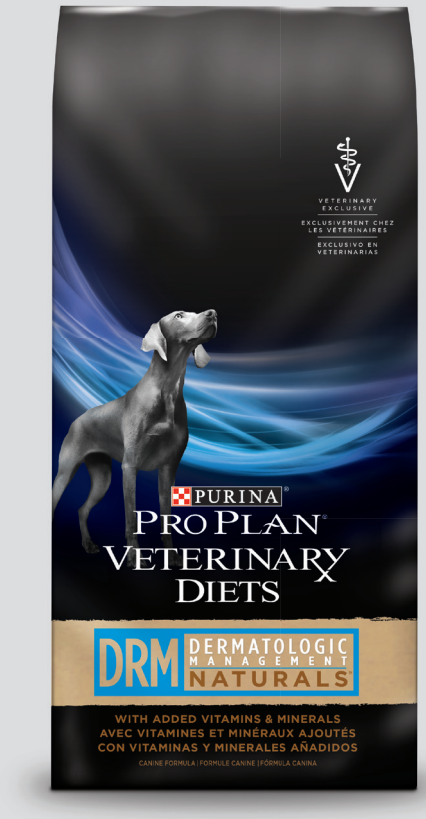
Medical Indications:

Diets with these nutritional modifications have been recommended for dogs with the following conditions:

- Atopic dermatitis
- Pruritus
- Flea allergy dermatitis
- Other inflammatory skin conditions
- Conditions benefitting from moderate sodium restriction

Medical Contraindications:

- None



Actual Size

AVAILABLE SIZES
Bags of 6, 16.5, and 25 lbs

Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Purina Pro Plan Veterinary Diets DRM Dermatologic Management Naturals canine formula provides complete and balanced nutrition for growth of puppies and maintenance of adult dogs including growth of large size dogs (70 lbs. or more as an adult).

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

FEEDING GUIDE[1]		
BODY WEIGHT		DRY
lbs	kg	Approximate Number Of 8-oz Cups/Day[3]
5	2.3	2/3
10	4.5	1
20	9.1	1 1/2
30	13.6	2
40	18.2	2 1/2
50	22.7	2 3/4
60	27.3	3 1/4
80	36.4	3 7/8
100[4]	45.5	4 1/4
CALORIE CONTENT (FED)[2]		
		3871 kcal/kg
		1756 kcal/lb
		418 kcal/8-oz cup

For puppy feeding recommendations, please see page 37.

Skin Health:

Formulated for the nutritional management of dogs with dermatitis

Contains omega-3 fatty acids to help nutritionally manage dogs with inflammation associated with pruritus

Contains omega-6 fatty acids, vitamin A and zinc to maintain and protect the skin barrier

Natural Nutrition:

- Natural with added vitamins and minerals. Formulated without corn, wheat, or artificial colors and flavors

General Health:

- Contains antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress
- Great taste to help ensure adequate nutrient intake

Ingredients:

Brewers rice, trout, oat meal, pea protein, potato protein, animal fat preserved with mixed-tocopherols, natural flavor, pea fiber, fish oil, mono and dicalcium phosphate, calcium carbonate, potassium chloride, salt, L-Lysine monohydrochloride, taurine, Vitamin E supplement, zinc sulfate, choline chloride, L-ascorbyl-2-polyphosphate (Vitamin C), ferrous sulfate, manganese sulfate, niacin (Vitamin B-3), Vitamin A supplement, beta-Carotene, copper sulfate, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), calcium iodate, menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7), sodium selenite. B-2634

AVERAGE NUTRIENT CONTENT

	DRY		
	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	6.46 g	25.00%	27.31%
Fat	4.36 g	16.90%	18.46%
Carbohydrate	10.07 g	39.00%	42.60%
Crude Fiber	0.67 g	2.60%	2.84%
Total Dietary Fiber	2.35 g	9.10%	9.94%
Soluble Fiber	0.23 g	0.89%	0.97%
Insoluble Fiber	2.12 g	8.21%	8.97%
Calcium	0.31 g	1.20%	1.31%
Phosphorus	0.25 g	0.97%	1.06%
Potassium	0.19 g	0.75%	0.82%
Sodium	0.09 g	0.36%	0.39%
Chloride	0.25 g	0.98%	1.07%
Magnesium	0.03 g	0.10%	0.11%
Copper	0.41 mg	15.90 mg/kg	17.37 mg/kg
Zinc	7.31 mg	283 mg/kg	309 mg/kg
Taurine	0.07 g	0.27%	0.29%
Vitamin A	1,009 IU	39,072 IU/kg	42,679 IU/kg
Vitamin E	18.11 IU	701 IU/kg	766 IU/kg
Total Omega-6 Fatty Acids	0.41 g	1.59%	1.74%
Total Omega-3 Fatty Acids	0.29 g	1.11%	1.21%
EPA+DHA	0.24 g	0.94%	1.03%

DIGESTION TEST RESULTS†

DIGESTIBILITY:	DRY
Total, %	84.7
Protein, %	89.1
Fat, %	94.3
Carbohydrate, %	91.8
Calorie, %	89.2
PERCENTAGE OF METABOLIZABLE ENERGY FROM:	
Protein, %	23.9
Fat, %	39.0
Carbohydrate, %	37.1

†Based on digestion testing conducted at the Purina PetCare Technology Centers

1 Adjustments must be made for environmental conditions, activity level, body condition and breed size. As reflected in the feeding tables, smaller breed dogs can require 15% to 25% more kilocalories per pound of body weight than larger breed dogs. Provide fresh water in a clean container daily.

2 Kilocalories of metabolizable energy (ME)

3 This daily amount should be divided into several small meals throughout the day.

4 For each additional 10 lbs of body weight, feed an additional 114 kilocalories.