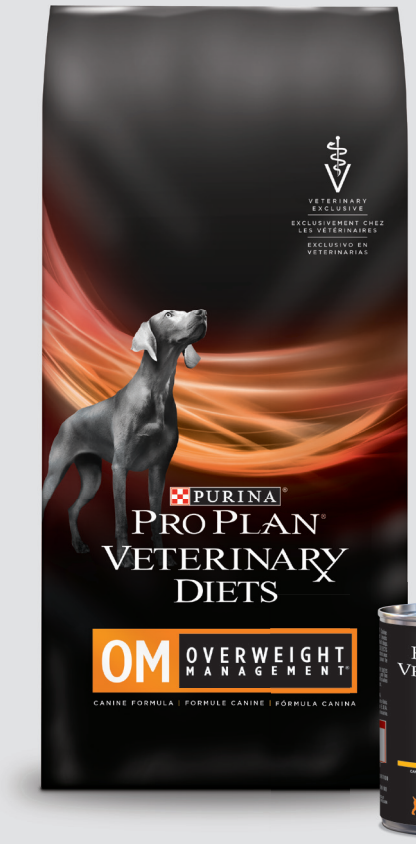
OM OVERWEIGHT MANAGEMENT®

CANINE FORMULA



Actual Size

AVAILABLE SIZES
Bags of 6, 18, and 32 lbs
Cases of 12 13.3-oz cans

Medical Indications:

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

- Obesity (weight loss and weight maintenance)
- Constipation
- Fiber responsive colitis
- Diabetes mellitus in overweight dogs
- Hyperlipidemia in overweight dogs

Medical Contraindications:

- Conditions associated with catabolic states

Feeding and Administration:

Purina Pro Plan Veterinary Diets OM Overweight Management Canine Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs. Purina Pro Plan Veterinary Diets OM Overweight Management Canine Formula In Sauce With Chicken is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for obesity management. Daily food intake should be adjusted every 4 weeks.

FEEDING GUIDE[1]

BODY WEIGHT		FOR WEIGHT LOSS			FOR MAINTENANCE		
lbs	kg	kcals/day	Dry Approximate Number Of 8-oz Cups/Day[3]	Canned Approximate Number Of 13.3-oz Cans/Day[3]	kcals/day	Dry Approximate Number Of 8-oz Cups/Day[3]	Canned Approximate Number Of 13.3-oz Cans/Day[3]
5	2.3	158	1/2	5/8	243	1	1
10	4.5	248	7/8	1	381	1 1/2	1 1/2
20	9.1	397	1 1/2	1 5/8	610	2 3/8	2 1/2
30	13.6	519	2	2 1/8	799	3 1/8	3 1/4
40	18.2	631	2 1/2	2 5/8	971	3 3/4	4
50	22.7	732	2 7/8	3	1126	4 3/8	4 5/8
60	27.3	828	3 1/4	3 3/8	1274	5	5 1/4
80	36.4	1004	3 7/8	4 1/8	1545	6	6 1/4
100[4]	45.5	1166	4 1/2	4 3/4	1794	7	7 3/8
CALORIE CONTENT (FED)[2]							
		2948 kcal/kg			652 kcal/kg		
		1337 kcal/lb			296 kcal/lb		
		256 kcal/8-oz cup			245 kcal/13.3-oz can		

Healthy Weight Loss:

Low in fat and calories

High protein-to-calorie ratio promotes loss of body fat while helping maintain lean body mass

Natural fiber contributes to satiety

- Added L-carnitine to help dogs burn fat more effectively
- Isoflavones help reduce the risk of weight regain and fat accumulation (dry only)
- Available in dry, including Select Blend, and wet to help with long-term compliance and weight-loss success
- May be fed for weight loss or weight maintenance

General Health:

- High in antioxidant vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

Ingredients (Dry):

Whole grain corn, corn gluten meal, soybean hulls, soybean germ meal, soybean meal, pea fiber, wheat gluten, poultry by-product meal, animal liver flavor, powdered cellulose, animal fat preserved with mixed-tocopherols, tricalcium phosphate, salt, choline chloride, Vitamin E supplement, zinc sulfate, L-Lysine monohydrochloride, L-Carnitine, ferrous sulfate, manganese sulfate, niacin (Vitamin B-3), Vitamin A supplement, calcium carbonate, soybean oil, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), copper sulfate, Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), garlic oil, folic acid (Vitamin B-9), menadione sodium bisulfite complex (Vitamin K), Vitamin D-3 supplement, calcium iodate, biotin (Vitamin B-7), sodium selenite. D263018

Ingredients (Canned):

Water, chicken, liver, powdered cellulose, rice, soy protein isolate, meat by-products, carrageenan, guar gum, tricalcium phosphate, potassium chloride, calcium sulfate, locust bean gum, magnesium sulfate, Vitamin E supplement, calcium carbonate, zinc sulfate, L-Carnitine, thiamine mononitrate (Vitamin B-1), ferrous sulfate, niacin (Vitamin B-3), copper sulfate, calcium pantothenate (Vitamin B-5), manganese sulfate, pyridoxine hydrochloride (Vitamin B-6), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), Vitamin A supplement, potassium iodide, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), sodium selenite. C259319

AVERAGE NUTRIENT CONTENT

	DRY			CANNED		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	9.27 g	27.33%	29.99%	13.21 g	8.61%	41.00%
Fat	2.19 g	6.47%	7.10%	3.59 g	2.34%	11.15%
Carbohydrate	14.01 g	41.31%	45.34%	6.67 g	4.35%	20.69%
Crude Fiber	3.55 g	10.45%	11.47%	5.93 g	3.87%	18.41%
Total Dietary Fiber	7.46 g	22.0%	24.14%	9.59 g	6.25%	29.76%
Soluble Fiber	0.47 g	1.40%	1.54%	0.97 g	0.63%	3.00%
Insoluble Fiber	6.99 g	20.6%	22.61%	8.62 g	5.62%	26.76%
Calcium	0.36 g	1.05%	1.15%	0.42 g	0.27%	1.31%
Phosphorus	0.28 g	0.84%	0.92%	0.35 g	0.23%	1.08%
Potassium	0.26 g	0.75%	0.83%	0.29 g	0.19%	0.91%
Sodium	0.07 g	0.20%	0.22%	0.21 g	0.14%	0.67%
Chloride	0.10 g	0.30%	0.33%	0.25 g	0.16%	0.77%
Magnesium	0.05 g	0.15%	0.16%	0.04 g	0.02%	0.11%
Copper	0.59 mg	17.54 mg/kg	19.25 mg/kg	0.66 mg	4.29 mg/kg	20.42 mg/kg
Zinc	8.99 mg	265 mg/kg	291 mg/kg	8.55 mg	56 mg/kg	265 mg/kg
Vitamin A	1,140 IU	33,607 IU/kg	36,880 IU/kg	3,395 IU	22,137 IU/kg	105,414 IU/kg
Vitamin E	17.74 IU	523 IU/kg	574 IU/kg	18.25 IU	119 IU/kg	567 IU/kg
Total Omega-6 Fatty Acids	0.59 g	1.75%	1.92%	0.71 g	0.46%	2.19%
Total Omega-3 Fatty Acids	0.04 g	0.13%	0.14%	0.03 g	0.02%	0.08%
EPA+DHA	0.00 g	0.00%	0.00%	0.00 g	0.00%	0.00%

DIGESTION TEST RESULTS†

DIGESTIBILITY:	DRY	CANNED
Total, %	63.5	64.0
Protein, %	81.9	81.7
Fat, %	78.9	89.7
Carbohydrate, %	72.3	65.2
Calorie, %	68.9	69.5
PERCENTAGE OF METABOLIZABLE ENERGY FROM:		
Protein, %	32.4	46.2
Fat, %	18.6	30.5
Carbohydrate, %	49.0	23.3

†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.