

Choosing the right pet food for success

Why can't I just feed less of my pet's current diet to achieve weight loss?

If you simply decrease the portion size, your pet may not be receiving all the necessary nutrients. It will also increase the likelihood that your pet will be hungry, resulting in begging.

Why is a high protein diet important for weight loss?

Higher protein diets can help your pet lose more fat while limiting the loss of lean muscle and encouraging long-term weight maintenance.

Why is fiber important for weight loss?

Fiber is the ingredient that adds bulk to help reduce calories and keep your pet feeling full and satisfied.

Why should I use Purina Veterinary Diets® OM Overweight Management® Canine or Feline Formulas?

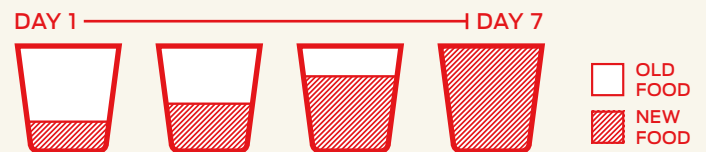
Purina Veterinary Diets OM is a low-calorie therapeutic formula that is only available from your veterinarian and it provides complete and balanced nutrition for safe, effective weight loss and maintenance. Purina Veterinary Diets OM is formulated with high protein, low fat and moderate fiber levels to keep your pet full while still providing low-calorie, therapeutic pet food to help achieve an ideal body condition.

Once my pet attains an ideal body condition score, should I continue feeding OM or can I switch to a weight-maintenance formula?

You have a few options available to ensure your pet does not rebound. Purina Veterinary Diets OM is formulated for both weight loss and maintenance. You can continue

to feed Purina Veterinary Diets OM, but since your pet no longer needs to lose weight, you can feed a larger portion. You can also choose to switch to a non-therapeutic formula. If you decide to change formulas, do it gradually over several days. Make sure to monitor your pet while transitioning to a new formula and weigh your pet periodically to help ensure a healthy weight. Portion control is a critical factor whether using a therapeutic or non-therapeutic formula. Visit your local retailer to find a wide variety of healthy weight formulas from Purina.

When transitioning to a new food, slowly decrease the amount of old food and increase the amount of new food over several days.

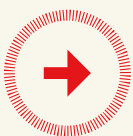


Should I slowly transition my pet off of the current diet when switching to a weight loss diet?

You should always slowly transition your pet onto a new diet. Purina Veterinary Diets® FortiFlora®, a probiotic supplement, has been shown to promote intestinal health and balance, and can help a cat or dog adapt to a new diet. FortiFlora is simply sprinkled on your pet's food. Monitor your pet throughout the transition period and contact your veterinarian if you notice anything out of the ordinary.

How can we celebrate our success?

Once your pet achieves weight-loss success, find us on Facebook at Project Pet Slim Down® from Purina to share your story.



Here's to a long, healthy life for your pet!



Frequently Asked Questions

We know getting your pet to lose weight isn't easy, but we're here to answer your questions and help you succeed.

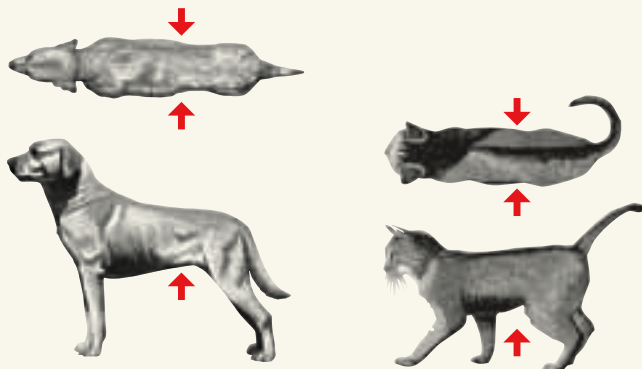


Weight concerns

How can I tell if my pet is overweight?

With your veterinarian's help, you can determine if your pet is overweight by conducting a body condition assessment and assigning a score based on the Purina Body Condition System™ (BCS) 9-point scale. A pet assigned a score of 6 or above is considered overweight or obese, and would benefit from weight loss.

A dog or cat with an ideal body condition score of 5 will be well-proportioned with a visible waist, palpable ribs and minimal abdominal fat.



Why does a little extra weight matter for my pet?

Extra weight can affect the overall health of your pet and increase long-term health costs. Overweight or obese dogs have a higher risk of hip dysplasia, osteoarthritis, exercise and heat intolerance, pancreatitis, and many other conditions. Being overweight puts added strain on joints, creating a higher risk of osteoarthritis and cruciate ligament tears.

What is the Purina Life Span Study?

This groundbreaking 14-year study by Purina researchers showed that feeding dogs to an ideal body condition throughout their lives can help extend their healthy years — an average of 1.8 years for the dogs in the study.



My pet eats very little and is still overweight. Why?

If your pet is not losing weight, consider talking with your veterinarian to determine what factors may be hindering weight loss. A pet's weight, like a person's, can be affected by calorie intake, lifestyle, genetics, metabolism and activity level. Work with your veterinarian to determine the right formula and treatment plan for your pet.

Calorie intake and portion size must be managed when trying to maintain or achieve a healthy weight. Treats can be a big contributor to weight gain. The best way to accomplish healthy weight loss for your pet is with feeding a reduced-calorie diet formulated specifically for weight loss, such as Purina Veterinary Diets® OM Overweight Management® Formula.

(1 cup = 8 oz.)



Staying on track

Can I still give treats if my pet is on a diet?

Low-calorie commercial biscuits, such as Purina® Lite Snackers® and Purina® Gentle Snackers® can be used as treats during a weight loss program. The amount of calories from treats should not exceed 10% of your pet's daily caloric intake. Low-calorie treats are the preferred option for your pet.

Is it important to accurately measure my pet's food?

Yes, portion control is critical for successful weight loss. Your veterinarian can tell you the appropriate portion size for your pet and provide an accurate measuring cup to take guesswork out of the equation.

How often should I follow up with my veterinarian to check my pet's weight?

Pets enrolled in a weight loss program should be weighed at least once a month at their veterinarian's office. Frequent weigh-ins allow your veterinarian to monitor body condition and adjust the plan based on your pet's progress.

How can my veterinarian help?

Veterinarians and the clinic staff can help educate you about the importance of ideal body condition and weight, and how to help your pet attain them. Your veterinarian can also make pet food recommendations that will help your pet achieve weight loss goals. Make sure to ask your veterinarian which weight management formula is right for your pet.

Why is it important to provide activity for my pet every day?

First, check with your veterinarian for advice on what level of exercise is best for your pet. Daily activity is very important to your pet's weight loss achievements because it will help burn calories and enhance your pet's overall well-being. Exercise can help strengthen your pet's muscles, joints and bones, and increase energy level. And most important, it helps your pet live a happy and healthy life. Below are a few suggested activities you can do with your pet. There's no better way to show love.



Activities for dogs

- Engage in games that require movement, such as fetch.
- Have your dog sit or lay down four or five times before giving treats.
- Use interactive toys.
- Increase leash walks.



Activities for cats

- Place the food bowl on a high surface to encourage your cat to climb.
- Increase playful interactions with toys, feathers, lights or food balls.
- Divide your cat's meal and place the portions around the house.

How do I manage the challenge of a multiple-pet household?

There are a few options to help you manage multiple pets in a household where one pet is on a weight management plan.

- Consider feeding pets in separate locations.
For example, elevate the feeding location for your cats not on a weight management diet to help prevent the overweight pet from eating the other pets' food.
- Supervise all pets' meals.
- Pick up food bowls when your pets are finished eating.

How can I control the number of treats my pet receives when every family member likes to give treats?

Create a treat bag. Fill a small resealable bag with your pet's daily treat allotment and have family members use it to treat your pet. Make sure everyone understands that once the bag is empty, no more treats can be given that day.

I travel often and my pet is cared for by others. How can I make sure they keep my pet on the weight management plan?

Explain to your pet caregiver that the pet is on a weight loss plan. Provide clear feeding instructions, prepackage enough food for each meal into separate bags and create daily treat bags for the length of the stay. Encourage your friend or boarding facility staff to walk your dog every day. For a cat, provide toys to facilitate play.

**Remember
to feed your pet,
not the bowl.**



Getting help

Why is it important to discuss my pet's diet history with my veterinarian?

An honest diet history gives an accurate picture of what your pet eats on a daily basis, and helps your veterinarian develop the best possible weight loss plan for your pet.

How can I track my pet's weight loss?

Using Project: Pet Slim Down® from Purina, you can easily track your pet's weight loss from start to finish. As your pet achieves his weight loss goals, you will receive badges that allow you to share and celebrate your pet's progress with family and friends through social media channels. Ask your veterinarian about regular weight check-ins and visit ProjectPetSlimDown.com for more information on starting your pet's journey toward a healthy weight for life.

If I put my pet on a weight loss diet, how soon will I see results?

You may notice a change in your pet's activity level before you notice a visible difference in body condition. The preferred rate of weight loss for dogs and cats is up to 1 to 2 percent of body weight per week, but every pet is unique. Slow, continuous weight loss is more effective and will reduce the risk of your pet rebounding to its overweight condition, and leads to the best health outcome.

Who can I partner with at my veterinary clinic while my pet loses weight?

Ask to speak with the Purina® Certified Weight Coach. This coach has gone through additional nutrition and weight management training to help you and your pet. Your weight coach will work with you one-on-one, provide guidance during the weight loss journey and celebrate your pet's achievements.