

# OM OVERWEIGHT MANAGEMENT®

CANINE FORMULA

## 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



Actual Size



### AVAILABLE SIZES

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



## Feeding and Administration:

Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Pro Plan Veterinary Diets OM Overweight Management Dry Canine Formula provides complete and balanced nutrition for maintenance of adult dogs. OM Overweight Management Canned Canine Formula In Sauce is formulated to meet the nutritional levels established by AAFCO for maintenance of adult dogs.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for obesity management. The suggested daily food intake for weight loss is based on the dog's current weight, average caloric requirements and a desired weight loss of 2% of body weight per week. Daily food intake should be adjusted every 4 weeks.

### FEEDING GUIDE<sup>1</sup>

BODY WEIGHT		FOR WEIGHT LOSS			FOR MAINTENANCE		
lbs	kg	kcal/day	Dry Approximate Number Of 8-oz Cups/Day <sup>3</sup>	Canned Approximate Number Of 13.3-oz Cans/Day <sup>3</sup>	kcal/day	Dry Approximate Number Of 8-oz Cups/Day <sup>3</sup>	Canned Approximate Number Of 13.3-oz Cans/Day <sup>3</sup>
5	2.3	191	3/4	3/4	243	1	1
10	4.5	279	1	1 1/4	381	1 1/2	1 1/2
20	9.1	404	1 1/2	1 2/3	610	2 1/4	2 1/3
30	13.6	490	1 7/8	2	799	3	3 1/4
40	18.2	558	2 1/8	2 1/4	971	3 2/3	4
50	22.7	611	2 1/3	2 1/3	1126	4 1/4	4 1/2
60	27.3	655	2 1/2	2 2/3	1274	4 3/4	5
80	36.4	720	2 2/3	3	1545	5 3/4	6 1/4
100 <sup>4</sup>	45.5	762	2 7/8	3 1/4	1794	6 3/4	7 1/4
<b>CALORIE CONTENT (FED)<sup>2</sup></b>							
				2624 kcal/kg		672 kcal/kg	
				1190 kcal/lb		305 kcal/lb	
				266 kcal/8-oz cup		253 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

- Isoflavones (dry) help reduce the risk of weight regain and fat accumulation
- Also available in Select Blend 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 digest, powdered cellulose, animal fat preserved with mixed-tocopherols, tricalcium phosphate, salt, choline chloride, zinc sulfate, ferrous sulfate, Vitamin E supplement, manganese sulfate, niacin, Vitamin A supplement, copper sulfate, calcium pantothenate, garlic oil, pyridoxine hydrochloride, Vitamin B-12 supplement, thiamine mononitrate, Vitamin D-3 supplement, riboflavin supplement, calcium iodate, menadione sodium bisulfite complex (source of Vitamin K activity), folic acid, biotin, sodium selenite. B-2630

\*\*15% - a source of fiber

## Ingredients (Canned):

Water sufficient for processing, chicken, liver, rice, powdered cellulose, soy protein isolate, meat by-products, carrageenan, guar gum, tricalcium phosphate, added color, potassium chloride, calcium sulfate, locust bean gum, magnesium sulfate, Vitamin E supplement, zinc sulfate, mono and dicalcium phosphate, thiamine mononitrate, ferrous sulfate, niacin, copper sulfate, manganese sulfate, calcium pantothenate, pyridoxine hydrochloride, Vitamin B-12 supplement, riboflavin supplement, Vitamin A supplement, potassium iodide, folic acid, Vitamin D-3 supplement, biotin, sodium selenite. A-2593



## AVERAGE NUTRIENT CONTENT

	DRY			CANNED		
	PER 100 KCAL ME	AS FED	DRY MATTER	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	10.29 g	27.00%	29.64%	12.93 g	8.69%	41.36%
Fat	2.48 g	6.52%	7.16%	3.45 g	2.32%	11.05%
Carbohydrate	15.70 g	41.19%	45.22%	6.55 g	4.40%	20.95%
Crude Fiber	3.85 g	10.11%	11.10%	5.85 g	3.93%	18.71%
Total Dietary Fiber	8.38 g	22.00%	24.15%	10.15 g	6.82%	32.48%
Soluble Fiber	0.53 g	1.40%	1.54%	1.40 g	0.94%	4.48%
Insoluble Fiber	7.85 g	20.60%	22.62%	8.75 g	5.88%	28.00%
Calcium	0.43 g	1.12%	1.23%	0.38 g	0.26%	1.23%
Phosphorus	0.32 g	0.85%	0.93%	0.33 g	0.22%	1.05%
Potassium	0.28 g	0.74%	0.82%	0.28 g	0.19%	0.90%
Sodium	0.07 g	0.20%	0.22%	0.20 g	0.14%	0.65%
Chloride	0.12 g	0.31%	0.34%	0.25 g	0.17%	0.79%
Magnesium	0.06 g	0.15%	0.16%	0.03 g	0.02%	0.11%
Copper	0.66 mg	17.4 mg/kg	19.1 mg/kg	0.62 mg	4.2 mg/kg	19.9 mg/kg
Zinc	10.10 mg	265 mg/kg	291 mg/kg	8.33 mg	56 mg/kg	267 mg/kg
Vitamin A	1,305 IU	34,250 IU/kg	37,604 IU/kg	3,544 IU	23,816 IU/kg	113,410 IU/kg
Vitamin E	20.01 IU	525 IU/kg	576 IU/kg	13.54 IU	91 IU/kg	433 IU/kg
Total Omega-6 Fatty Acids	0.67 g	1.77%	1.94%	0.64 g	0.43%	2.05%
Total Omega-3 Fatty Acids	0.05 g	0.13%	0.14%	0.03 g	0.02%	0.09%
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	61.9
Protein, %	81.9	81.6
Fat, %	78.9	91.4
Carbohydrate, %	72.3	61.6
Calorie, %	68.9	69.4
PERCENTAGE OF METABOLIZABLE ENERGY FROM:		
Protein, %	32.1	46.4
Fat, %	18.9	30.1
Carbohydrate, %	49.0	23.5

†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.