

OM

SELECT BLEND
OVERWEIGHT MANAGEMENT®

C A N I N E F O R M U L A

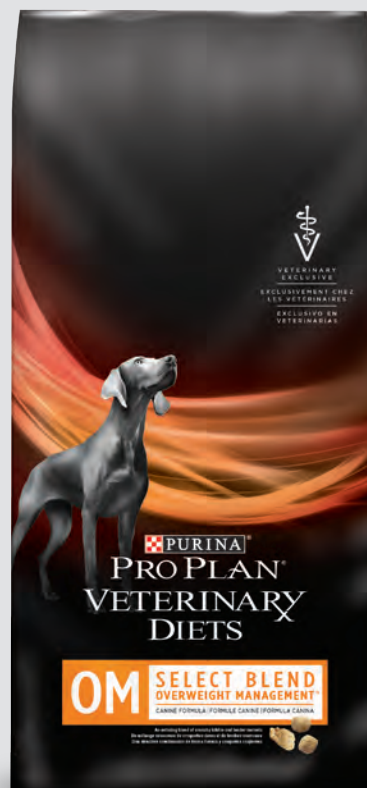
Medical Indications:

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



An enticing blend of
crunchy kibble and
tender morsels



Actual Size

AVAILABLE SIZES
Bags of 6, 18, and 32 lbs.

Feeding and Administration:

Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Pro Plan Veterinary Diets OM Select Blend Overweight Management Canine Formula provides complete and balanced nutrition 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 GUIDE¹

BODY WEIGHT		FOR WEIGHT LOSS		FOR MAINTENANCE	
lbs	kg	kcal/day	Approximate Number Of 8-oz Cups/Day ³	kcal/day	Approximate Number Of 8-oz Cups/Day ³
5	2.3	191	3/4	243	1
10	4.5	279	1 1/4	381	1 2/3
20	9.1	404	1 2/3	610	2 1/2
30	13.6	490	2	799	3 1/3
40	18.2	558	2 1/3	971	4 1/8
50	22.7	611	2 2/3	1126	4 3/4
60	27.3	655	2 3/4	1274	5 1/2
80	36.4	720	3	1545	6 1/2
100 ⁴	45.5	762	3 1/4	1794	7 1/2
CALORIE CONTENT (FED) ²					
			2710 kcal/kg		
			1229 kcal/lb		
			235 kcal/8-oz cup		

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 help reduce the risk of weight regain and fat accumulation
- Also available in dry 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:

Ground yellow corn, soybean meal, soybean germ meal, soybean hulls**, soy flour, poultry by-product meal, pea fiber, animal digest, powdered cellulose, animal fat preserved with mixed-tocopherols, glycerin, chicken, tricalcium phosphate, corn gluten meal, malted barley flour, salt, mono and dicalcium phosphate, calcium carbonate, zinc proteinate, manganese proteinate, choline chloride, ferrous sulfate, sulfur, Vitamin E supplement, niacin, copper proteinate, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, garlic oil, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. B-2631

**13% - a source of fiber



AVERAGE NUTRIENT CONTENT

	DRY		
	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	9.96 g	27.00%	29.70%
Fat	2.23 g	6.03%	6.63%
Carbohydrate	15.42 g	41.80%	45.98%
Crude Fiber	3.49 g	9.46%	10.41%
Total Dietary Fiber	8.12 g	22.00%	24.20%
Soluble Fiber	0.92 g	2.50%	2.75%
Insoluble Fiber	7.20 g	19.50%	21.45%
Calcium	0.37 g	1.00%	1.10%
Phosphorus	0.31 g	0.84%	0.92%
Potassium	0.44 g	1.19%	1.31%
Sodium	0.10 g	0.27%	0.30%
Chloride	0.16 g	0.44%	0.48%
Magnesium	0.07 g	0.20%	0.22%
Copper	0.69 mg	18.6 mg/kg	20.4 mg/kg
Zinc	9.70 mg	263 mg/kg	289 mg/kg
Vitamin A	1,040 IU	28,184 IU/kg	31,000 IU/kg
Vitamin E	16.27 IU	441 IU/kg	485 IU/kg
Total Omega-6 Fatty Acids	0.50 g	1.35%	1.48%
Total Omega-3 Fatty Acids	0.06 g	0.15%	0.17%
EPA+DHA	0.004 g	0.01%	0.01%

DIGESTION TEST RESULTS†

DIGESTIBILITY:	DRY
Total, %	66.4
Protein, %	79.6
Fat, %	83.7
Carbohydrate, %	71.6
Calorie, %	71.1
PERCENTAGE OF METABOLIZABLE ENERGY FROM:	
Protein, %	32.4
Fat, %	17.6
Carbohydrate, %	50.1

†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.