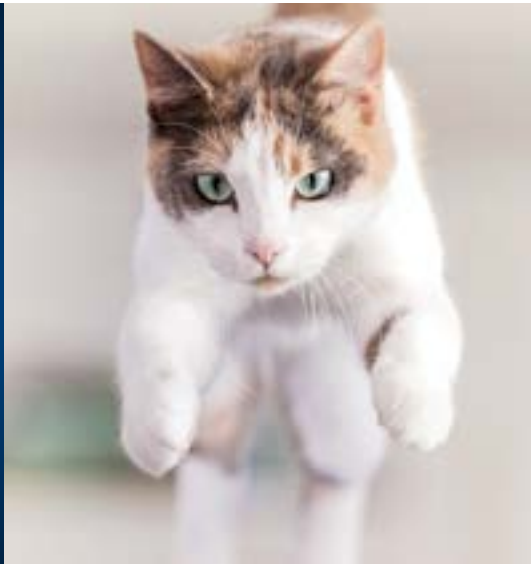


 **PURINA**[®]
PRO PLAN[®]
NUTRITION THAT PERFORMS™





FEED THE *extraordinary*

At Purina® Pro Plan®, it's our goal to help cats live extraordinary lives. And it remains our focus as we create each of our foods, snacks and litters.



All our formulas are high in protein, featuring real meat, poultry or fish.

No ingredient is unnecessary, everything is precisely selected to work together.



Our nutrition is backed by a team of over 500 scientists, including nutritionists, behaviorists and veterinarians.



Our products are trusted and recommended by hundreds of veterinarians, breeders and rescue groups nationwide.



Our foods have a great taste that cats love – guaranteed.

NUTRITION THAT PERFORMS™

We know that every cat is different in her own, wonderful way. That's why our food is offered in three, unique nutritional platforms. So you can choose the nutrition that helps her thrive in the world you share.



SAVOR®

Outstanding Nutrition in a Variety
of Aromas, Tastes & Textures



FOCUS

Extra-Care Nutrition for
Specific Needs



TRUE NATURE™

Fine-Tuned Nutrition To Feed Your
Cat's Natural Instincts



SAVOR®

Outstanding Nutrition in a Variety
of Aromas, Tastes and Textures

Give your cat extraordinary nutrition with outstanding taste. Purina® Pro Plan® Savor® has the advanced nutrition she needs to help her live a healthy, active life, along with a sensory experience that will have her loving every minute of it.

Real poultry or fish is the
#1 ingredient in all
dry formulas

Over 20 different flavorful wet
entrées that are protein-rich,
with accents like pasta, rice,
cheese or vegetables

All formulas provide omega fatty
acids for a healthy skin and coat

SAVOR® Dry Formulas



Tuna & Rice Formula ADULT

- Tuna is the #1 ingredient
- Prebiotic fiber to help promote digestive health
- Omega fatty acids for healthy skin & coat



Chicken & Rice Formula ADULT

- Chicken is the #1 ingredient
- Prebiotic fiber to help promote digestive health
- Omega fatty acids for healthy skin & coat



Salmon & Rice Formula ADULT

- Salmon is the #1 ingredient
- Prebiotic fiber to help promote digestive health
- Omega fatty acids for healthy skin & coat





White Meat Chicken & Vegetable Entrée

SAVOR® Wet Entrées

Complemented with
pasta, vegetables,
cheese or rice

Nutrient-rich ingredients
like real chicken,
salmon, or beef

Omega fatty acids
for healthy skin
and coat



In Gravy

Beef & Cheese Entrée
Beef & Chicken Entrée
Beef, Carrots & Rice Entrée
Chicken & Cheese Entrée
Chicken, Pasta & Spinach Entrée
Chicken & Rice Entrée
Chicken, Tomato & Pasta Entrée

Turkey & Cheese Entrée (*shown*)
Turkey & Pasta Entrée
Turkey & Rice Entrée
Turkey & Vegetable Entrée
White Meat Chicken &
Vegetable Entrée

In Sauce

Salmon & Cheese Entrée
Salmon & Rice Entrée
Seafood Stew Entrée (*shown*)
Sole & Vegetable Entrée
Tuna Entrée
Trout & Pasta Entrée
Chicken, Tuna & Wild Rice Entrée
Tuna, Shrimp & Rice Entrée
Salmon, Shrimp & Rice Entrée





Ground

Turkey & Giblets Entrée



Braised in Gravy

Beef Entrée With Carrots (*shown*)

Chicken Entrée With Tomatoes



Classic

Chicken & Spinach Entrée (*shown*)

Beef & Carrots Entrée

Turkey & Vegetable Entrée

Salmon & Wild Rice Entrée

Chunky
Chicken Entrée



Braised in Sauce
Salmon Entrée With Wild Rice
Sole Entrée With Spinach (*shown*)

SAVORY BITES Cat Snacks

Created with the taste, texture
and aroma your cat desires.





FOCUS

Extra-Care Nutrition for Specific Needs

Give your cat the nutrition she needs to help her excel. Purina® Pro Plan® Focus has specialized formulas to meet your cat's unique nutritional needs. So whatever the size, age, or lifestyle, you can nurture the greatness in your cat.

Real meat, poultry or fish is the #1 ingredient in all dry formulas (excludes Urinary Tract Health Formula)

A range of wet and dry formulas that work together to address specific needs

All formulas provide essential nutrients to help support a healthy immune system

FOCUS LIFE STAGE Formulas & Entrées



Chicken & Rice Formula ADULT 11+

- Chicken is the #1 ingredient
- Prebiotic fiber to promote digestive health
- Omega fatty acids for skin & coat nourishment



Indoor Care Turkey & Rice Formula ADULT 11+

- Turkey is the #1 ingredient
- Made with 42% protein
- Natural fiber helps control hairballs
- Special nutrient blend helps facilitate digestion of fat



Chicken & Rice Formula KITTEN

- Chicken is the #1 ingredient
- DHA for brain & vision development
- Helps nourish developing immune systems



Classic Chicken & Beef Entrée ADULT 11+

Classic Salmon & Tuna Entrée ADULT 11+

Flaked Ocean Whitefish & Tuna Entrée FOR KITTENS

Classic Salmon & Ocean Fish Entrée FOR KITTENS

Classic Chicken & Liver Entrée FOR KITTENS

FOCUS UNIQUE NEEDS Formulas & Entrées



Weight Management Formulas ADULT

- Optimal protein level helps cats lose fat, not muscle

Ground
Turkey & Rice
(wet entrée)



Long Coat Formula ADULT

- Tuna is the #1 ingredient
- Helps promote a thick, beautiful coat
- Natural fiber helps control hairballs



Indoor Care Turkey & Rice Formula ADULT

- Turkey is the #1 ingredient
- Natural fiber helps control hairballs
- High protein nutrition helps maintain healthy weight



Indoor Care Salmon & Rice Formula ADULT

- Helps control the formation of hairballs
- Helps cats maintain a healthy weight

In Sauce
Salmon & Rice
(wet entrée)

FOCUS UNIQUE NEEDS Formulas & Entrées



Hairball Management Chicken & Rice Formula ADULT

- Chicken is the #1 ingredient
- Natural fiber helps control hairballs
- Omega fatty acids for healthy skin & coat



Sensitive Skin & Stomach Lamb & Rice Formula ADULT

- Lamb is the #1 ingredient
- Highly digestible ingredients
- Omega fatty acids and zinc for healthy skin & coat



Urinary Tract Health Formulas ADULT

- Helps maintain urinary tract health by reducing urinary pH and providing low dietary magnesium



In Gravy
Chicken Entrée
(wet entrée)



Sensitive Skin & Stomach Herring & Rice Formula ADULT

- Herring is the #1 ingredient
- Highly digestible ingredients
- Omega fatty acids and zinc for healthy skin & coat



Balanced Energy Formulas™ ADULT

- For spayed or neutered cats
- L-Carnitine helps convert fat to energy more efficiently
- Optimal balance of protein and fat helps support an ideal body condition



In Gravy
Turkey Entrée
(wet entrée)

In Sauce
Salmon Entrée
(wet entrée)

In Gravy
Chicken Entrée (shown)
(wet entrée)



FOCUS Snacks



Hairball Remedy

- Helps prevent and eliminate hairballs
- Tender chews made with real chicken





TRUE NATURE™

Fine-Tuned Nutrition To Feed Your Cat's Natural Instincts

Give your cat high-protein nutrition to feed her natural instincts. Purina® Pro Plan® True Nature™ features natural recipes, plus essential nutrients, to fuel her razor-sharp reflexes, remarkable agility and intense focus. So she can have the strength to help her excel from the inside, out.

High-protein dry formulas,
with real poultry or fish as the
#1 ingredient

Dry and wet formulas are
natural plus essential nutrients,
and include grain free options

Optimized for lean muscle,
strength and energy

TRUE NATURE™ Dry Formulas

45%
PROTEIN
FORMULAS

Formulated without
corn or wheat

NATURAL
plus essential nutrients



Real turkey or trout
is the #1 ingredient



Natural Turkey & Rice Recipe

Plus Essential Nutrients

ADULT

- Multiple sources of high-quality protein, including turkey as the #1 ingredient
- 45% protein helps promote total body health
- Optimized for lean muscle, strength and energy



Natural Trout & Rice Recipe

Plus Essential Nutrients

ADULT

- Multiple sources of high-quality protein, including trout as the #1 ingredient
- 45% protein helps promote total body health
- Optimized for lean muscle, strength and energy



TRUE NATURE™ Wet Entrées



GRAIN FREE
FORMULAS

Real poultry or fish
as the #1 ingredient

Formulated without
corn or wheat

NATURAL
plus essential nutrients

Classic
Natural Chicken &
Liver Entrée
Plus Essential Nutrients



Classic
Natural Ocean Whitefish &
Salmon Entrée (*shown*)
Plus Essential Nutrients





TRUE NATURE™ Snacks



Protein Crunch

- With real turkey, lamb or shrimp
- 45% protein for energy, strength and lean muscle
- Natural plus added taurine



PRO PLAN[®]

brand
CAT LITTER

PERFORM[™]

exceptional strength clumping litter



OPTISCOOP[™]

specially designed for strong, tight clumps
that seal in odor.



DUAL ODOR
FIGHTING
SYSTEM



POWER PIECES
NEUTRALIZE ODORS
ON CONTACT

ADVANCED ODOR CONTROL FORMULA



HELPS CONTROL
ODORS WITH A FRESH,
CLEAN SCENT



99.9% DUST FREE
& LOW TRACKING
FOR EASY
MAINTENANCE

TOTAL CLEAN FORMULA™





100% Natural Ingredients. premium clumping strength



Highly absorbent
corncob



Fresh smelling
cedar



99.9%
dust free



Lightweight clumps
for easy scooping



PRO PLAN[®]
brand CAT LITTER

renew[™]

premium clumping litter

Available in



NATURAL
BALSAM WOOD
SCENT



UNSCENTED

Celebrating 10 Years Of Helping Rescue Groups Nationwide

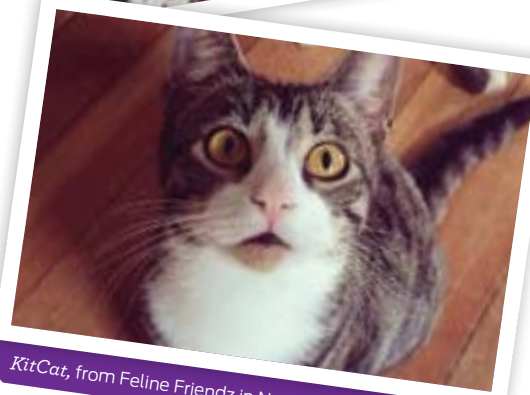
When a rescued dog or cat needs care, it's often a small rescue group who is there by their side. But these small groups are sometimes unheard, or unseen.

Since it began in 2005, **Purina® Pro Plan® Rally to Rescue®** has been committed to helping these groups give pets the nutrition, care, and loving homes they deserve. In doing so, **we support hundreds of rescue groups across the country** by providing high-quality nutrition, financial support, marketing materials and networking opportunities. Since its inception, our network of rescue groups has found homes for over 690,000 rescued dogs and cats.

Milton, from Tired Dog Rescue



KitCat, from Feline Friendz in Nebraska



Join us at facebook.com/rallytorescue

 **PURINA**[®]
PRO PLAN[®]

NUTRITION THAT PERFORMS[™]



Purina[®] Pro Plan[®] is also available
in Dog Food, Snacks, Purées and
Nutritional Supplement Bars.

 **PURINA**[®]
PRO PLAN[®]
NUTRITION THAT PERFORMS[™]

Available exclusively at Pet Specialty Retailers

Visit us at proplan.com or call
our pet nutrition experts at
1-800-PRO-PLAN (776-7526).

OUR SOCIAL COMMUNITY / @ProPlanCat
Share the greatness within your cat through
photos, stories, and more in our online
community of like-minded pet owners.



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