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.
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.
FOCUS
Extra-Care Nutrition for Specific Needs

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

Outstanding Nutrition in a Variety of Aromas, Tastes & Textures
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
SAVORY BITES
Cat Snacks

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

Chunky
Chicken Entrée

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

**Classics**

**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**

**Chicken & Rice Formula**

**KITTEN**
- Chicken is the #1 ingredient
- DHA for brain & vision development
- Helps nourish developing immune systems
FOCUS UNIQUE NEEDS Formulas & Entrées

Weight Management Formulas ADULT
- Optimal protein level helps cats lose fat, not muscle

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
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

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

FOCUS Snacks
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

TRUE NATURE™ Dry Formulas

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

Classics
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® PERFORM™
exceptional strength clumping litter

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

PURINA®

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 corn cob
- Fresh smelling cedar
- 99.9% dust free
- Lightweight clumps for easy scooping
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.

Join us at facebook.com/rallytorescue
Celebrating 10 Years
Of Helping Rescue Groups Nationwide

Purina® Pro Plan® is also available in Dog Food, Snacks, Purées and Nutritional Supplement Bars.
Available exclusively at Pet Specialty Retailers