

## Dietary Considerations

Purina Veterinary Diets® OM Overweight Management® and OM Select Blend Overweight Management™ canine formulas provide complete and balanced nutrition for safe and effective weight loss and weight maintenance and have been formulated to achieve the following characteristics:

- Low fat
- Low calorie
- Optimal level of natural fiber helps dogs feel full
- High protein to help maintain lean body mass
- Lite Snackers® are a perfect complement when using the OM Formula.

With our new additions to our OM lineup we're offering the options in texture and variety that pet owners, and pets, want.

## Proven Results

In a groundbreaking 14-year study by Purina, dogs fed to a lean body condition throughout their lives had a median life span nearly two years longer than overweight dogs and a later onset of chronic conditions such as osteoarthritis.

It's never too late to begin the lean-fed diet regimen. A recent study showed osteoarthritic dogs that lost weight through diet and exercise achieved increased mobility.

Ask your veterinarian to help you score your dog's body condition. After determining your dog's score, you and your veterinarian can map a route to his ideal body condition and a longer, healthier life.

## Feeding and Administration

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for proper weight maintenance.

### Dry Formula

Body Weight (lbs./kg)	Approximate Number of 8 oz. cups/day* for Adult Maintenance	Approximate Number of 8 oz. cups/day* for Adult Weight Loss
5-10 lbs. (2.3-4.5 kg.)	3/4 - 1-1/4	5/8 – 7/8
11-20 lbs. (5.0-9.1 kg.)	1-3/8 - 2-1/8	1 – 1-3/8
21-40 lbs. (9.5-18.2 kg.)	2-1/4 – 3-5/8	1-3/8 – 2-1/8

41-60 lbs. (18.6-27.3 kg.)	3-3/4 – 4-7/8	2-1/8 – 2-5/8
61-80 lbs. (27.7-36.4 kg.)	5 – 6-1/8	2-5/8 - 3
81-100 lbs. (36.8-45.5 kg.)	6-1/8 – 7-1/4	3 – 3-3/8

### Select Blend Dry Formula

Body Weight (lbs./kg)	Approximate Number of 8 oz. cups/day* for Adult Maintenance	Approximate Number of 8 oz. cups/day* for Adult Weight Loss
5-10 lbs. (2.3-4.5 kg.)	7/8 – 1-1/2	5/8 – 1
11-20 lbs. (5.0-9.1 kg.)	1-1/2 – 2-1/2	1 – 1-5/8
21-40 lbs. (9.5-18.2 kg.)	2-1/2 – 4-1/8	1-5/8 – 2-3/8
41-60 lbs. (18.6-27.3 kg.)	4-1/8 – 5-5/8	2-3/8 – 3
61-80 lbs. (27.7-36.4 kg.)	5-5/8 – 6-7/8	3 – 3-3/8
81-100 lbs. (36.8-45.5 kg.)	6-7/8 – 8-1/8	3 3/8 – 3-3/4

\*Using a standard 8 oz./250 ml measuring cup which contains approximately 101 g of OM Overweight Management® Canine Formula. Provide adequate fresh water in a clean container for your dog daily. For your pet's health, see your veterinarian regularly.

### Canned Formula

Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that this product provides complete and balanced nutrition for maintenance of adult dogs.

### Guaranteed Analysis (Dry)

Crude Protein (Min)	26.0%
Crude Fat (Min)	4.0%
Crude Fat (Max)	8.5%

Crude Fiber (Max) 16.0%

Moisture (Max) 12.0%

Total Isoflavones+ (Min) 850ppm

+ Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

### **Guaranteed Analysis (Canned)**

Crude Protein (Min) 7.5%

Crude Fat (Min) 1.0%

Crude Fiber (Max) 6.5%

Moisture (Max) 82.0%

### **Guaranteed Analysis (Select Blend Dry)**

Crude Protein (Min) 26.0%

Crude Fat (Min) 4.0%

Crude Fiber (Max) 16.0%

Moisture (Max) 12.0%

Total isoflavones\* (Min) 885ppm

+ Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

### **Calorie Content (Dry)**

Metabolizable Energy (ME): 2624 kcal/kg, 266 kcal/cup

### **Calorie Content (Canned)**

Metabolizable Energy (ME): 595 kcal/kg, 224 kcal/can

### **Calorie Content (Select Blend Dry)**

Metabolizable Energy (ME): 2710 kcal/kg, 235 kcal/cup

### **Packaging**

Cases of 12, 13.3-oz. cans.

Bags of 6, 18 and 32 lbs.

### **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, tricalcium phosphate, animal fat preserved with mixed-tocopherols (form of Vitamin E), salt, choline chloride, zinc sulfate, ferrous sulfate, Vitamin E supplement, manganese sulfate, niacin, Vitamin A supplement, calcium carbonate, copper sulfate, brewers dried yeast, 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. Q-4560

Q-4560

\*15% - a source of fiber

**Ingredients (Canned)**

Water sufficient for processing, chicken, liver, corn gluten meal, powdered cellulose, meat by-products, carrageenan, calcium phosphate, guar gum, added color, potassium chloride, locust bean gum, magnesium sulfate, Vitamin E supplement, zinc sulfate, calcium carbonate, ferrous sulfate, thiamine mononitrate, 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. I-4559

I-4559

**Ingredients (Select Blend Dry)**

Ground yellow corn, soybean germ meal, soybean hulls\*, soy flour, poultry by-product meal, pea fiber, animal digest, powdered cellulose, animal fat preserved with mixed-tocopherols (form of Vitamin E), glycerin, chicken, tricalcium phosphate, malted barley flour, corn gluten meal, salt, calcium phosphate, calcium carbonate, zinc proteinate, manganese proteinate, choline chloride, ferrous sulfate, sulfur, Vitamin A supplement, calcium pantothenate, 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.

A-4562

\*13% - a source of fiber