

essentialcare®

PUPPY FORMULA



Immune Health:
Contains antioxidants (Vitamins A and E) and colostrum (natural milk proteins) to help support a developing immune system (dry formula)



Kibble size, shape and colour may vary

Dry Formula Diet Characteristics:

This blend is specifically formulated with ADVANCED NUTRITION that support the unique nutritional needs of puppies and pregnant and nursing dogs.

- **#1 ingredient is chicken. High protein nutrition helps in the development of strong muscles**
- **Immune Health:** Contains antioxidants (Vitamins A and E) and colostrum (natural milk proteins) to help support a developing immune system
- **Brain and Vision:** DHA, an omega-3 fatty acid, also found in mother's milk, helps support brain and vision development
- **Joint Health:** Glucosamine and omega-3 fatty acids help nourish healthy joints of growing puppies
- **Highly Digestible:** Highly digestible formula promotes optimal nutrient absorption
- **Radiant Skin and Coat:** Omega-6 fatty acids, including linoleic acid, help promote a healthy skin and coat
- **Strong Bones and Teeth:** Calcium and phosphorus help nourish healthy bones and teeth
- **Dental Health:** Crunchy kibble helps clean teeth, freshen breath and promote healthy gums

Ingredients (Dry Formula):

Chicken, rice, corn gluten meal, whole grain corn, poultry by-product meal, oat meal, beef fat preserved with mixed-tocopherols, fish meal, dried egg product, natural flavour, fish oil, potassium chloride, mono and dicalcium phosphate, salt, calcium carbonate, choline chloride, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), thiamine mononitrate (Vitamin B-1), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), menadione sodium bisulphite complex (Vitamin K), Vitamin D-3 supplement, biotin (Vitamin B-7)], dried colostrum, MINERALS [zinc sulphate, ferrous sulphate, manganese sulphate, copper sulphate, calcium iodate, sodium selenite], L-Lysine monohydrochloride, soybean oil, garlic oil. C-849820



Ingredients (Canned Formula):

Chicken, liver, meat by-products, water, salmon, brown rice, guar gum, MINERALS [potassium chloride, zinc sulphate, ferrous sulphate, copper sulphate, manganese sulphate, potassium iodide, sodium selenite], salt, carrageenan, choline chloride, VITAMINS [Vitamin E supplement, niacin (Vitamin B-3), thiamine mononitrate (Vitamin B-1), calcium pantothenate (Vitamin B-5), pyridoxine hydrochloride (Vitamin B-6), Vitamin B-12 supplement, riboflavin supplement (Vitamin B-2), Vitamin A supplement, folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7)]. D850020



Feeding and Administration:

DRY: Animal feeding tests using AAFCO procedures substantiate that Purina Veterinary Diets essentialcare Puppy Formula for Dogs provides complete and balanced nutrition for all life stages, including growth of large sized dogs (32kg [70lbs] or more as an adult).

CANNED: Purina Veterinary Diets essentialcare Puppy Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth of puppies, including growth of large sized dogs (70 lb. or more as an adult).

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

FEEDING GUIDE ¹											
BODY WEIGHT AT MATURITY		DRY	CANNED	DRY	CANNED	DRY	CANNED	DRY	CANNED	DRY	CANNED
		11/2 to 3 months		4 to 5 months		6 to 8 months		9 to 11 months		1 to 2 years	
lbs	kg	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 156 g (5.5 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 156 g (5.5 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 156 g (5.5 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 156 g (5.5 oz) Cans/Day	Approx. Number of 250 ml (8 oz) Cups/Day	Approx. Number of 156 g (5.5 oz) Cans/Day
3 - 12	1.4 - 5.4	1/2 - 2/3	1 - 1 1/2	2/3 - 1	1 1/2 - 2 1/2	1/2 - 1 1/4	1 - 2 1/2	Feed as Adult		Feed as Adult	
13 - 20	5.9 - 9.1	1/2 - 1	1 - 2	1 1/4 - 1 1/2	2 1/2 - 3	3/4 - 1	2 - 3	1 1/8 - 1 1/4	2 - 2 1/2	1 - 1 1/4	2 - 3
21 - 50	9.5 - 22.7	1/2 - 1 1/8	1 - 2 1/2	1 2/3 - 2 1/4	3 1/2 - 4 1/2	1 1/4 - 2	2 1/2 - 4	2 1/8 - 2 1/3	4 1/2 - 5	2 1/4 - 3 1/4	4 1/2 - 7
51 - 75	23.1 - 34.0	2/3 - 1 2/3	1 - 4	1 2/3 - 3 1/8	3 1/2 - 7	1 1/2 - 3	3 - 6 1/2	2 2/3 - 3 3/4	5 1/2 - 8	2 3/4 - 4 3/4	6 - 10 1/2
76 - 100	35.5 - 45.4	1 - 2 1/8	2 - 4 1/2	2 1/4 - 3	5 - 7	3 1/8 - 5	6 1/2 - 11	4 1/8 - 5 1/2	9 - 12	6 - 8 2/3	13 - 19
Over 100	Over 45	2 1/8 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	4 1/2 cans plus 1 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	3 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	7 cans plus 1 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	5 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	11 cans plus 1 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	5 1/2 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	12 cans plus 1 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	8 2/3 cups plus 1/3 cup for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)	19 cans plus 1 can for each 4.5 kg (10 lbs) of body weight over 45 kg (100 lbs)

CALORIE CONTENT (ME) (CALCULATED)			
		DRY	CANNED
		3811 kcal/kg	1333 kcal/kg
		1728 kcal/lb	605 kcal/lb
		445 kcal/250 ml (8 oz) cup	205 kcal/156 g (5.5 oz) can

AVERAGE NUTRIENT CONTENT						
	DRY			CANNED		
	Per 100 kcal ME	As Fed	Dry Matter	Per 100 kcal ME	As Fed	Dry Matter
Protein	7.60 g	29.00%	31.70%	8.25 g	11.00%	43.14%
Fat	4.76 g	18.20%	19.90%	7.88 g	10.5%	41.18%
Carbohydrate	9.38 g	35.80%	39.10%	1.20 g	1.6%	6.27%
Fibre	0.32 g	1.20%	1.40%	0.15 g	0.20%	0.78%
Total Dietary Fibre	0.99 g	3.98%	4.35%	n/a	n/a	n/a
Soluble Fibre	0.17 g	0.67%	0.73%	n/a	n/a	n/a
Insoluble Fibre	0.83 g	3.32%	3.63%	n/a	n/a	n/a
Calcium	0.34 g	1.30%	1.42%	0.30 g	0.40%	1.57%
Phosphorus	0.26 g	1.02%	1.12%	0.25 g	0.33%	1.29%
Potassium	0.18 g	0.71%	0.78%	0.23 g	0.31%	1.22%
Sodium	0.14 g	0.55%	0.60%	0.16 g	0.21%	0.82%
Chloride	0.23 g	0.90%	0.98%	0.30 g	0.40%	1.57%
Magnesium	0.02 g	0.10%	0.10%	0.02 g	0.02%	0.08%
Copper	0.38 mg	14.7 mg/kg	16.10 mg/kg	3.75 mg	5.00 mg/kg	19.61 mg/kg
Zinc	5.95 mg	227 mg/kg	248 mg/kg	60.77 mg	81.00 mg/kg	318 mg/kg
Vitamin A	679 IU	25893 IU/kg	28313 IU/kg	29430 IU	39230 IU/kg	153843 IU/kg
Vitamin E	9.67 IU	369 IU/kg	403 IU/kg	33.01 IU	44.00 IU/kg	173 IU/kg
Total Omega-6 Fatty Acids	0.57 g	2.30%	2.52%	1.19 g	1.58%	6.20%
Total Omega-3 Fatty Acids	0.12 g	0.50%	0.55%	0.08 g	0.11%	0.43%
DHA	0.047 g	0.18%	0.20%	0.02 g	0.03%	0.12%
EPA	0.053 g	0.20%	0.22%	0.02 g	0.02%	0.08%
Glucosamine	0.0159 g	606 mg/kg	603 mg/kg	n/a	n/a	n/a

DIGESTION TEST RESULTS [†]		
DIGESTIBILITY:	DRY	CANNED
Total, %	86.4	n/a
Protein, %	89.1	n/a
Fat, %	95.0	n/a
Carbohydrate, %	90.5	n/a
PERCENTAGE OF METABOLIZABLE ENERGY FROM:		
Protein, %	26.6	28.9
Fat, %	40.5	67
Carbohydrate, %	32.9	4.1

[†] Based on digestion testing conducted at the Purina PetCare Technology Centers

PACKAGING	Sizes available	Cups per size
essentialcare® Puppy Formula	Cases, 24 x 156 g (5.5 oz) cans	
	Bags of 8 lb (3.6 kg)	30 cups
	Bags of 17.7 lb (8 kg)	68 cups

¹ Using a standard 250 ml/8 oz measuring cup which contains approximately 117 g of Purina Veterinary Diets® essentialcare® Puppy Formula. Provide fresh water in a clean container daily.

² Kilocalories of metabolizable energy (ME).