
UNDERSTANDING
WEIGHT MANAGEMENT
IN YOUR DOG



PURINA
PRO PLAN
VETERINARY DIETS

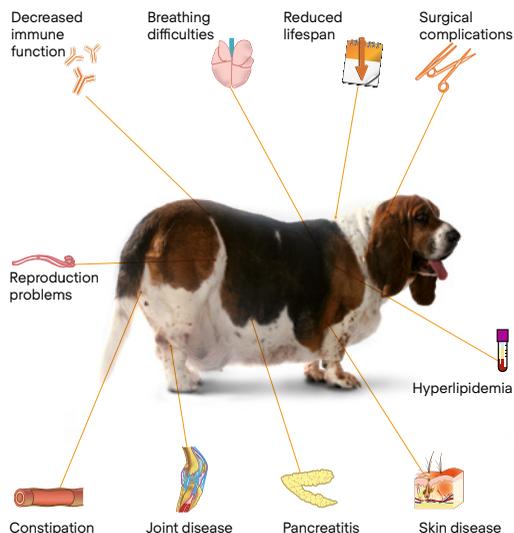


Your Pet, Our Passion.®

Why is weight management so important?

Approximately 50% of dogs in the UK are now estimated to be overweight or obese. Being overweight or obese can have a significant impact on both the quality and length of life, and increase the risk of concurrent conditions developing.

There are many serious health consequences for dogs who are overweight or obese:



Lean dogs live up to 2 years longer*

Research from PURINA® has proven that dogs fed to a lean body condition (by reducing calorie intake and assessing body condition from early puppyhood throughout life) were considerably healthier and lived up to two years longer compared to their littermates that were slightly over an ideal body condition. There are, therefore, huge benefits to keeping your dog slim to maximise the likelihood of them living a long, healthy life.

* Reference: Kealy RD et al, 2002. Effects of diet restriction on life span and age-related changes in dogs. JAVMA, 220(9):1315-1320.

Why is my dog overweight?

While some breeds are more likely to gain weight than others, additional factors are also involved:

- Overeating or overfeeding (meal portions too large, too many treats and snacks)
- Feeding high fat or high energy diets
- Lack of exercise
- Hormone imbalances

Neutering has been proposed as a risk factor for obesity, as neutered dogs tend to have reduced energy consumption and increased food consumption. Despite this, appropriate dietary control can prevent weight gain in neutered dogs. Consult your vet for guidance if you have a neutered dog or you are going to neuter your dog.

Often, food is given as a way to show love. However it is important to realise that there are many other ways that you can show your love that do not need to be in the form of food. Play, affection, grooming and walks may all really help to strengthen the bond between you and your dog.



What are the signs of weight gain?

Weight gain is usually gradual and subtle, but can easily be checked each time you visit your veterinary surgeon (or you can weigh your dog regularly at home). Signs of being overweight include:

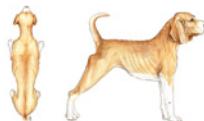
- Not easily feeling the ribs when you run your hand over your dog's chest (1)
- Not having an obvious waist (2)
- Abdomen is not tucked up when viewed from the side (3)
- Reduced ability to exercise
- Reduced spontaneous physical activity

Assessing your dog's body condition is important. To help with this, a 9 point **body condition score** has been developed (see opposite page).



UNDERWEIGHT (Levels 1, 2, 3)

- 1**
- Ribs, lower vertebrae and other bones look prominent from a distance
 - No body fat can be seen
 - Clear loss of muscle mass



- 2**
- Ribs, lower vertebrae and pelvic bones are very visible
 - No body fat can be felt
 - Some bones are prominent
 - Some loss of muscle mass

- 3**
- Ribs can be felt easily and may be visible with no fat covering
 - The tops of lower vertebrae are visible, and pelvic bones are becoming prominent
 - Clear waist and abdominal tuck

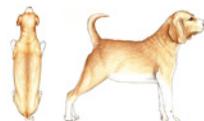
IDEAL (Levels 4, 5)



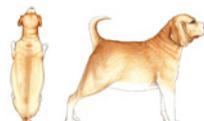
- 4**
- Ribs can be felt easily, with minimal fat covering
 - Waist easily seen when viewed from above
 - Clear abdominal tuck

- 5**
- Ribs can be felt without much fat covering them
 - Waist can be seen behind ribs when viewed from above
 - Abdomen tucked up when viewed from side

OVERWEIGHT (Levels 6, 7, 8, 9)



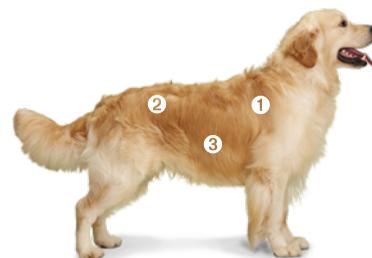
- 6**
- Ribs can be felt, but slight excess of fat covering them
 - Waist can be seen from above, but not clearly
 - Abdominal tuck can be seen



- 7**
- Ribs are hard to feel because of heavy fat cover
 - Clear fat deposits over lower spine and base of tail
 - Waist is barely visible
 - Abdominal tuck might be visible

- 8**
- Ribs not palpable under very heavy fat cover, or palpable only with significant pressure
 - Heavy fat deposits over lumbar area and base of tail
 - Waist absent
 - No abdominal tuck
 - Obvious abdominal distention may be present

- 9**
- Massive fat deposits over thorax, spine and base of tail
 - Waist and abdominal tuck absent
 - Fat deposits on neck and limbs
 - Obvious abdominal distention



How can you help your dog achieve an ideal body condition?

The ways of ensuring successful weight loss for your dog are:

- Carefully controlling your dog's diet and calorie intake:
 - the main meal fed and amount fed
- The treats and other foods given
- Increasing the amount of exercise. Dietary calorie restriction has been shown to be more effective than physical activity, so dietary management is the top tool to help with obesity management

The right diet is very important

PURINA® PRO PLAN® VETERINARY DIETS OM Obesity Management™ is an ideal diet for helping your dog, both to help them lose weight and to help them maintain a healthy weight after successful weight loss. This diet is formulated with a reduced energy level and high levels of protein to promote loss of fat while maintaining muscle mass. It also contains increased levels of fibre to help dogs feel fuller for longer and satisfied. Its tasty formula helps dogs to enjoy their food during the weight loss period. It can also be fed long term to help your dog maintain an optimal body weight.



Benefits of feeding CANINE OM Obesity Management™



High protein

To help promote loss of body fat while maintaining lean muscle mass¹



Low calorie

To help support weight loss



Glucose control

Low glycaemic index carbohydrate sources to help nutritionally manage diabetes mellitus¹

For successful weight loss, it is essential to follow your vet's guidelines and:

- **Feed only the recommended quantity of food.** Make sure the food is measured (weighed) each day to ensure you are feeding the correct amount. You should weigh this, rather than using a measuring cup which can be quite inaccurate
- A maximum of 10% of the calories consumed per day should be given as treats
- The 'target' aim for weight loss is 1-2% body weight per week. This is a safe rate of weight loss and likely to result in longer lasting results. However, even if you don't achieve this any weight loss is still a step in the right direction!

Exercise plays a part too. A brisk 20-minute walk twice a day helps burn energy and work off excess weight. Exercise should always be increased gradually. This can be made fun, exploring different routes, playing fetch or starting a new hobby like agility! Ask your vet for further specific advice about exercising your dog.

1. Dry Formula.

Treats calculator

Treats can contribute significantly to the daily energy intake of your dog. You should be aware of the high energy of some commonly given treats and avoid giving these, replacing them for lower calorie alternatives. You might also like to set up a 'treat pot' to ration the treats you give daily, and ensure these come out of the feeding guide recommended for OM Obesity Management™.

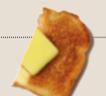
Control the number and type of treats. If you want to give your dog treats, ideally use kibble taken from the daily ration, or you might choose to shape some of the wet food into treats and 'bake' it, taking this out of the feeding guideline. Alternatively, consider lower calorie treats like small pieces of carrot or raw courgette.

Snack and Treat Calculator*

Give your dog the healthy love it needs.



FOR DOGS 

 30g PIECE OF CHEESE 170 =  <small>KCAL</small>	 1/2 BAG OF CRISPS 90 =  <small>KCAL</small>	 50g SAUSAGE 150 =  <small>KCAL</small>
 1 DIGESTIVE BISCUIT 70 =  <small>KCAL</small>	 1/2 APPLE 20 =  <small>KCAL</small>	 1/2 SLICE WHITE BUTTERED TOAST 80 =  <small>KCAL</small>
 25g HAM 40 =  <small>KCAL</small>	 28g LEAN ROAST BEEF 50 =  <small>KCAL</small>	 20g CHICKEN 30 =  <small>KCAL</small>

KCAL ENERGY INTAKE  MUFFIN

*average based on 20kg dog – daily kcal requirement av. 890kcal/day
 Muffin based on 250kcal, av. human adult kcal requirement 2,500kcal.
 Muffin provides 10% of daily kcal need.

Feeding guidelines for CANINE OM Obesity Management™

Transition across to OM Obesity Management™ from your dog's previous diet should be done over 10 days, gradually increasing the amount of OM and decreasing the amount of the previous food fed. Feeding guidelines are provided on pack both for weight loss and weight maintenance. The suggested daily intake for weight loss is based on your dog's current weight, and a desired weight loss of 1-2% body weight per week. Daily food intake should be adjusted every 2 to 4 weeks based on your dog's current weight, and the amount fed may also need to be adjusted according to their individual needs. Feeding guidelines are provided on the product packaging and on the Purina website. Provide fresh water daily.

Maintaining a healthy weight

Once your dog has reached their optimum weight, they can continue to enjoy PURINA® PRO PLAN® VETERINARY DIETS OM Obesity Management™, with an adjustment to the feeding guidelines to follow the 'maintenance' feeding guide and monitoring of body condition score. Alternatively they may want to move onto PURINA® PRO PLAN® Expert Care Nutrition Light/Sterilised.



PURINA® PRO PLAN® a name you can trust

PURINA® PRO PLAN® VETERINARY DIETS are backed by strong science, with the latest nutritional findings applied to bring you some of the most innovative and effective formulas.

With CANINE OM Obesity Management™ dry and wet (canned) formulas, you can be confident that your dog will benefit from a diet that helps provide optimum nutrition during their weight loss plan and for maintenance of a healthy body weight longer term.

Please note that all indications for PURINA® PRO PLAN® VETERINARY DIETS mentioned in this brochure are for the dietary support of the dog with the listed condition and do not preclude appropriate medical management. The veterinary diets should be used under the supervision of your vet.





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PURINA® PRO PLAN® VETERINARY DIETS
OM OBESITY MANAGEMENT™

 **PURINA**
PetCareteam

For advice on any aspect of pet care, just ask our experts

UK: 0800 212 161 ROI: 1800 509 368

Monday-Friday 8am-6pm. Or contact us online at
www.purina.co.uk | www.purina.ie

For more information, please speak
to your vet or contact Nestlé PURINA®

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