

 PURINA[®]
PRO PLAN[®]

**START BUILDING
HEALTHIER HABITS**

Help your pet maintain
their healthy weight

HEALTHY WEIGHT

Nutrition

FOR LIFELONG CARE



Building healthy habits with the Healthy Weight Care Pack

With the feeding plan from your veterinary professional, you will know how much — and what type of food — you should feed your pet to meet their daily recommended calorie intake.

But, you can do much more than just changing your pet's diet. Small actions can quickly add up to major positive changes for your pet's overall well-being and happiness.

This guide will help you learn simple and fun new behaviours that become healthy habits to maintain your pet's healthy weight.

Keep it simple

Decades of psychological research show that repetition of a simple action helps form a new habit.



You can do it!

The Healthy Weight Care Pack will help you add new routines that improve your pet's health, simply and easily.



Your pet is worth the effort

The final goal of the journey is to improve your pet's happiness and health — because they deserve it.



HEALTHY WEIGHT *Nutrition* FOR LIFELONG CARE

Recording is rewarding!

Recording your daily progress in the weekly tracker activates reward centres in your brain that makes habits stick.

Simple actions make habits stick

From behavioural science studies, we know motivation is not enough to make lasting change. Changes in behaviour occur when people feel (i) **capable**, (ii) have the **opportunity** and (iii) feel **motivated**. This is what psychologists call the **COM-B model**.

The tools in this pack have been created following the **COM-B model** to help pet parents feel **capable**, identify suitable **opportunities** to take action and feel **motivated** to support their pet.

While every weight journey is different, we suggest maintaining new behaviours for at least **12 weeks** to turn them into instinctive habits.



Repetition

Helps habits form and become part of your routine



Recording

Reminds you to take consistent action and helps you see your progress



Reacting

Allows you to adjust to changes while maintaining healthy behaviours

Get started!

LEARNING POINT

A little bit of knowledge goes a long way.
Understanding your pet's weight is the first step.
Learn valuable insights and practical tips about
your pet's weight management



Why is weight management so important?

Your dog's weight is one of the most influential factors on their longevity and quality of life. If your dog maintains excess weight for a long period of time, they may be at risk of developing serious health consequences such as¹:

Heart conditions

Being overweight can lead to an increased heart rate, affecting the heart muscle and breathing function.

Surgical risks

Overweight animals can be prone to risks during surgical procedures or anaesthesia.

Joint problems

Overweight pets can suffer from joint conditions like osteoarthritis



Preventing pets reaching an unhealthy weight is better than managing later

Diabetes mellitus

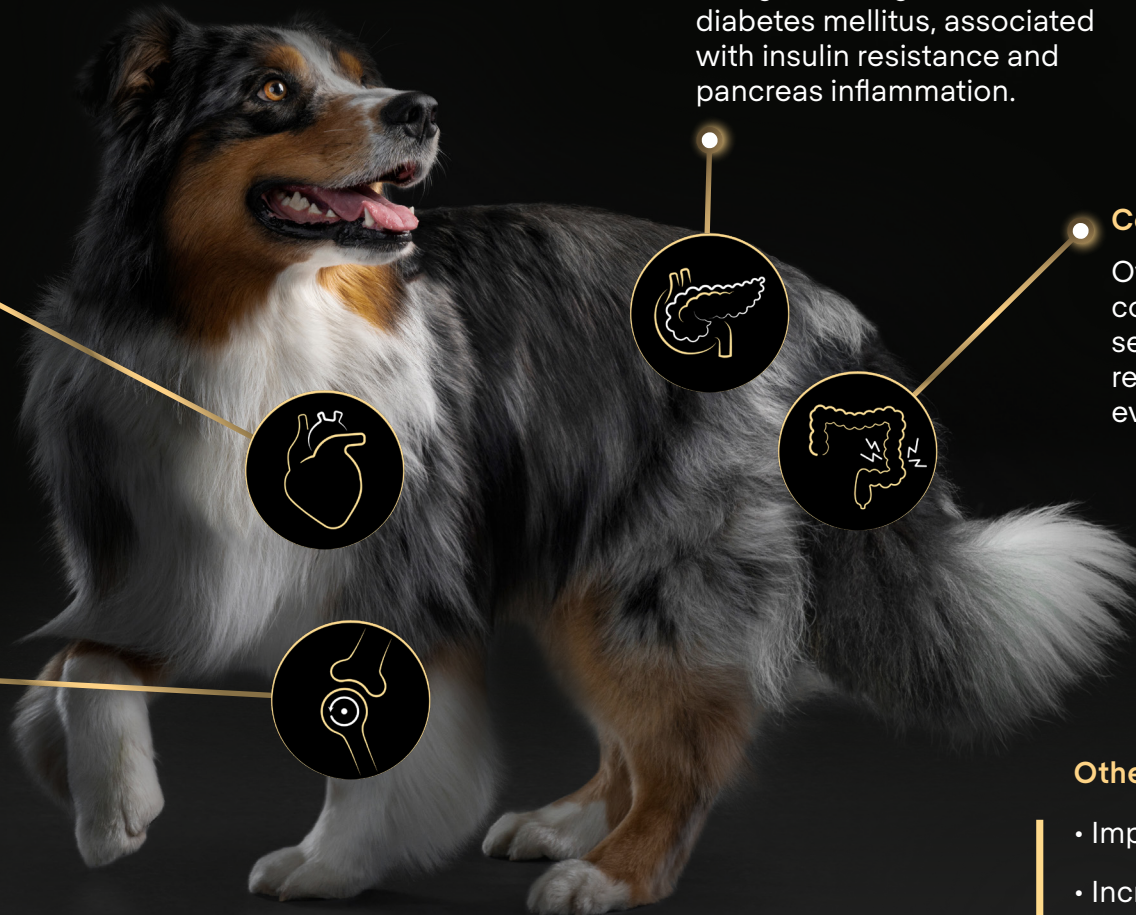
Being overweight can lead to diabetes mellitus, associated with insulin resistance and pancreas inflammation.

Constipation

Overweight pets can experience constipation due to a more sedentary lifestyle which can reduce the bowel movement to evacuate stools.

Other possible consequences

- Impairment of the immune system
- Increased risk of skin conditions
- Increased risk of cancer



Why is weight management so important?

Your cat's weight is one of the most influential factors on their longevity and quality of life. If your cat maintains excess weight for a long period of time, they may be at risk of developing serious health consequences such as¹:

Liver function

Overweight animals can store too much fat in the liver which can affect their metabolism.

Urinary problems

Obesity can lead to medical conditions in the lower urinary tract.

Diabetes mellitus

Obesity can lead to bone damage and muscle tension.

Heart conditions

Obesity can lead to an increased heart rate, affecting the heart muscle and breathing function.

Joint problems

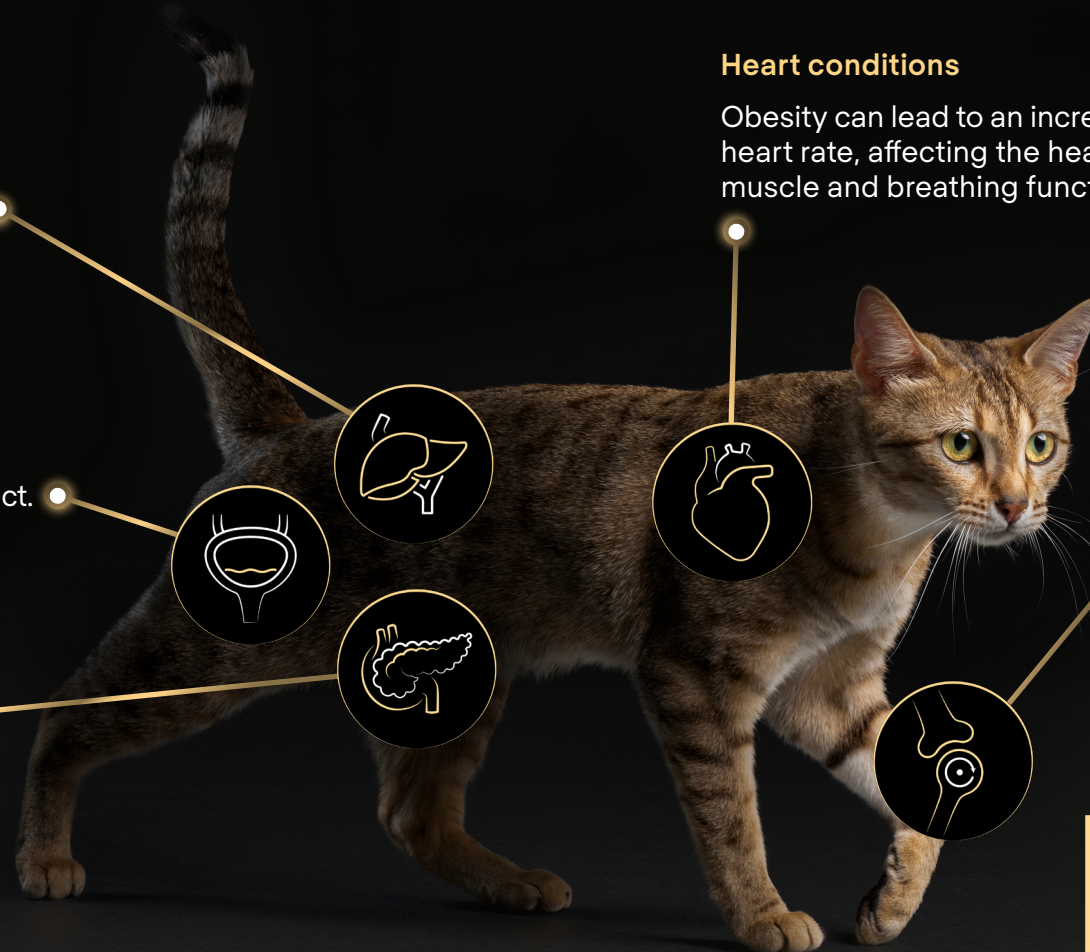
Obesity leads to bone damage and muscle tension.

Other possible consequences

- Impairment of the immune system
- Decreased cleaning habits due to limited freedom of movement
- Surgical and anaesthetic risks.



Maintaining a healthy weight will help your pet to live a longer and happier life



Healthy weight starts with a healthy diet

Both diet and exercise are important to maintain an optimal weight. But studies show that changes to pets' diet are essential to reach a specific weight goal.

A diet specifically formulated for weight management ensures you meet their nutritional needs while supporting a successful healthy weight journey.

Why you should weigh your pet's food

Keeping portion sizes consistent and aligned with their age, weight and activity levels will help your pets maintain their ideal weight and stay active.

Consistent weighing of food ensures you are feeding your pet the exact amount recommended by your veterinary professional. It's also important to consider all of your pet's food sources.



During a weight management program, feeding more frequent, smaller meals can help prevent pets feeling hungry.

The PURINA® PRO PLAN® WEIGHT MANAGEMENT range is specially formulated for weight management and to help prevent weight gain in pets.

Ask your vet for the most suitable diet and feeding amounts.



Scan here to discover more:



Are you overfeeding your dog?

When it comes to snacks, you may not be sure if you're giving your pets too much. A simple slice of cheese on top of their recommended daily calories may not seem like a lot, but it can be like a whole meal!

Remember that no more than 10% of your pet's calories should come from treats. Even healthy snacks count!*

5 kg Dog



315 kcal

When you give your pet their recommended calories in their daily food — extra snacks soon add up!



2 slices of cheese
140 kcal

+44% extra-calories

Like you eating:



5 slices of bacon
160 kcal

+50% extra-calories

Like you eating:



½ apple
20 kcal

+10% extra-calories

Like you eating:



HEALTHIER OPTION

20 kg Dog



890 kcal

When you give your pet their recommended calories in their daily food — extra snacks soon add up!



1 rawhide bone (190g)
700kcal

+30% extra-calories

Like you eating:



2 Hot dogs
300 kcal

+34% extra-calories

Like you eating:



4 PRO PLAN®
light biscuits
124kcal

+13% extra-calories

Like you eating:



HEALTHIER OPTION

1. WASAVA. Calorie Ranges for an Average Healthy Adult Dog in Ideal Body Condition
2. USDA. Food data central.
3. National Health Service. Human daily calorie intake.

* If you cut down your pet's regular intake to allow more snacks without overfeeding, your pet may be missing out on essential nutrients from their regular diet.

Are you overfeeding your cat?

When it comes to snacks, you may not be sure if you're giving your pets too much. A simple slice of ham on top of their recommended daily calories may not seem like a lot, but it can be like a whole meal!

Reserving some of their daily kibble portion for treats can be a healthier option for your pet.

3 kg Cat



205 kcal

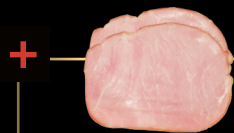
When you give your pet their recommended calories in their daily food — extra snacks soon add up!



Tuna canned in water
90 kcal

+44% extra-calories

Like you eating:



2 slices of ham
40kcal

+20% extra-calories

Like you eating:



Cucumber (50g)
7kcal

+3% extra-calories

Like you eating:



HEALTHIER OPTION

6 kg Cat



285 kcal

When you give your pet their recommended calories in their daily food — extra snacks soon add up!



100 ml whole milk
64 kcal

+22% extra-calories

Like you eating:



1 yogurt plain
92 kcal

+32% extra-calories

Like you eating:



1 boiled carrot
15 kcal

+5% extra-calories

Like you eating:



HEALTHIER OPTION

1. WASAVA. Calorie Ranges for an Average Healthy Adult Dog in Ideal Body Condition
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* If you cut down your pet's regular intake to allow more snacks without overfeeding, your pet may be missing out on essential nutrients from their regular diet.

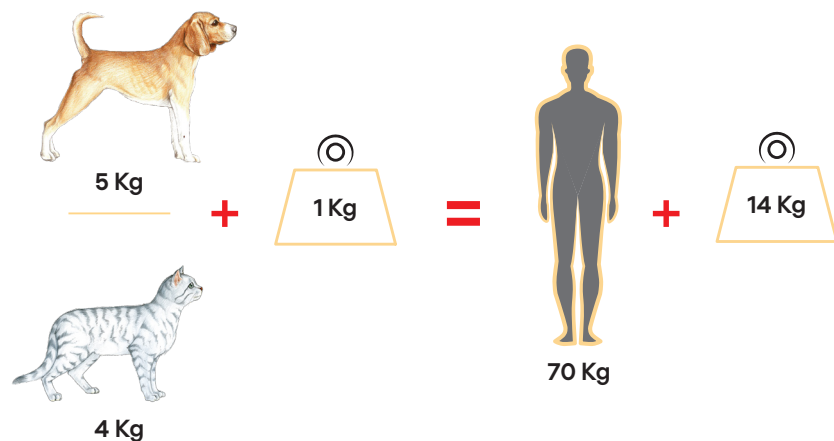
How much is too much?

You might be tempted to show your pet love by sharing your food with them. However, even small amounts of human food can quickly add up to weight gain and reinforce unwanted behaviours like begging during meal times.

Overfeeding your pet can overload their digestive system leading to loose stools and abdominal discomfort in the short term.

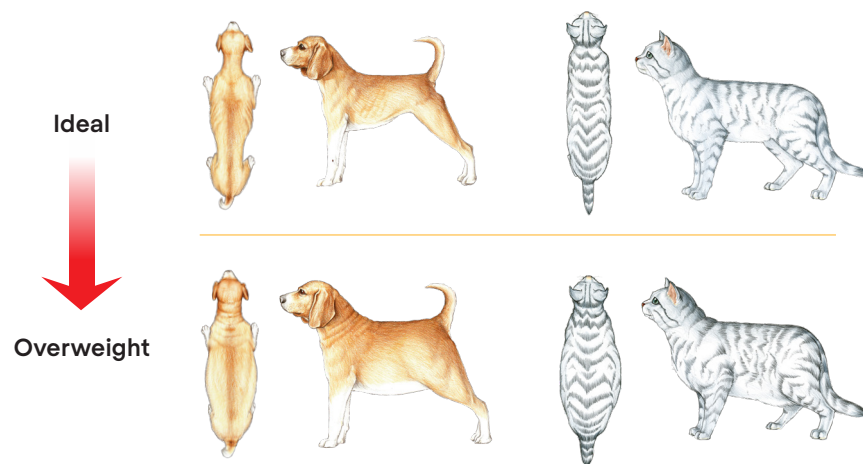
For pets, a little can mean a lot

If overfeeding becomes a habit, you will notice that your pet will gain weight which can quickly lead to changes in their body shape and overall health.



For a small **healthy pet**,
gaining 1 kg

is the equivalent of a healthy
adult gaining **14 kg!**



This amount of weight gain is enough to push a healthy pet
into the **overweight Body Condition Score** category

Overcome begging behaviour

Does your pet beg for food around the table or while you cook?

The good news is that begging is a learned behaviour. Pets do not necessarily beg because they are hungry – it is more likely that they are bored and want your attention.

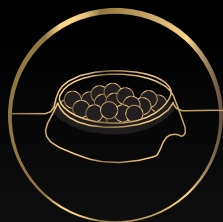
But, if you feed your pet from your plate or share your food with them they come to expect it regularly.

So just as your pet learned this behaviour, they can easily learn a healthier alternative.

Tips to un-learn begging behaviour:



Dedicate time before your meals to exercise and play with your pets



Feed your pet their regular meal 30 mins before starting to cook



Remember! Giving in teaches your pet that this behaviour gets results

Use the **Healthy Weight Care Cards** game to redirect your pet's attention if they're begging for food



Playing healthy games with your pet will redirect their attention and help decrease begging around meal times.

Check their Body Condition Score

Weight alone is not the only way to measure your pet's condition. That's why PURINA® developed the **Body Condition Score (BCS)** –

a practical tool that allows you to assess your pet's body shape and amount of body fat at home, without scales.



With the BCS, you can see how your new behaviours are helping your pet towards their ideal score and adjust feeding, activity, or treats as needed.

The BCS helps you ensure your pet is maintaining their ideal body shape as they progress towards their healthy weight.

Give them a healthy hug and simply note how your pet's ribs, belly, and waist feel and compare them to the chart to evaluate their score.



How do you think your pet scores? Learn how to measure your pet's body shape and record it each month to see their progress.



Your Healthy Weight Care pack contains a complete guide to measuring your pet's BCS!

How to check your pet's weight

Tracking your pet's weight over time is important to ensure that the Healthy Weight Care Pack is helping

them reach an optimum weight. Weigh your pet and check their BCS at least once a month.



If you're unable to lift your pet or they don't fit in a carrier, you can always stop by your regular vet clinic and ask to get your pet weighed.

Can't get your pet to stand on the scale?

Here are 2 tricks to measure their weight:

1 First, step on the scale yourself and record your weight

Then, pick your pet up and stand on the scale while recording your combined weight

Deduct your weight from the combined total – giving you your pet's exact weight



2 Measure the weight of your pet's empty carrier

Put your pet in the carrier and weigh it again

Deduct the weight of the carrier from the combined total – giving you your pet's exact weight



DAILY HABIT BUILDER

Make simple changes in three key areas by using the weekly tracker tables in the upcoming pages.



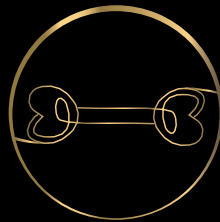
Accurate Feeding

Use the feeding scale to give your pet the exact recommended amount of food



Exercise & Activity

Give your pet the recommended amount of exercise or playtime daily



Treats & snacks

Use the Healthy Weight Care Cards to replace unhealthy snacking



12 weeks to healthier habits

We encourage you to involve all household members in daily check-in tasks to make sure you don't miss any!

Track your pet's weight and body shape every 4 weeks in the Monthly Milestones tab to see your pet's overall progress.

Date __ / __ / __

	WEEK 1	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Date __ / __ / __

	WEEK 3	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Date __ / __ / __

	WEEK 2	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Date __ / __ / __

	WEEK 4	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Remember: Track your Monthly Milestones!

12 weeks to healthier habits

We encourage you to involve all household members in daily check-in tasks to make sure you don't miss any!

Track your pet's weight and body shape every 4 weeks in the Monthly Milestones tab to see your pet's overall progress.

Date __ / __ / __

	WEEK 5	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Date __ / __ / __

	WEEK 7	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Date __ / __ / __

	WEEK 6	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Date __ / __ / __

	WEEK 8	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Remember: Track your Monthly Milestones!

12 weeks to healthier habits

We encourage you to involve all household members in daily check-in tasks to make sure you don't miss any!

Track your pet's weight and body shape every 4 weeks in the Monthly Milestones tab to see your pet's overall progress.

Date __ / __ / __

	WEEK 9	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Date __ / __ / __

	WEEK 11	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Date __ / __ / __

	WEEK 10	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Date __ / __ / __

	WEEK 12	Who is in charge	M	T	W	T	F	S	S
	Measure your pet's food		☐	☐	☐	☐	☐	☐	☐
	Extra exercise and playtime		☐	☐	☐	☐	☐	☐	☐
	Replace snacks and treats with healthier options		☐	☐	☐	☐	☐	☐	☐

Remember: Track your Monthly Milestones!

MONTHLY MILESTONES

Chart your progress.

See the effect of your daily changes and healthy habits on your pet's weight and body shape.



Your Monthly Milestones chart

Track your pet's weight and body shape every 4 weeks and tick the colour boxes according to their status.

Goals and next steps

Show your progress chart to your vet so they can adjust their recommendations and advice if needed. After 12 weeks, check the monthly milestones against your goals.

Goals

Date	Target weight	BCS
-----	-----	-----

Add your pet's target weight, ideal BSC, and the date you start the journey.

Starting Point

Date	Starting weight	Starting BCS
-----	-----	-----

Week 4



Weight	Kg to goal	BCS
-----	-----	-----

Week 8



Weight	Kg to goal	BCS
-----	-----	-----

Week 12



Weight	Kg to goal	BCS
-----	-----	-----

Closer to target - Almost there!

Little or no change - Be patient and keep going

Further from target - Ask your vet for advice

Reached target weight

Keep up the good work!

- Maintain your healthy habits
- Explore Purina Weight Management for maintenance range
- Continue tracking monthly weight to maintain a healthy BCS
- Share your success!

Nearly at target weight

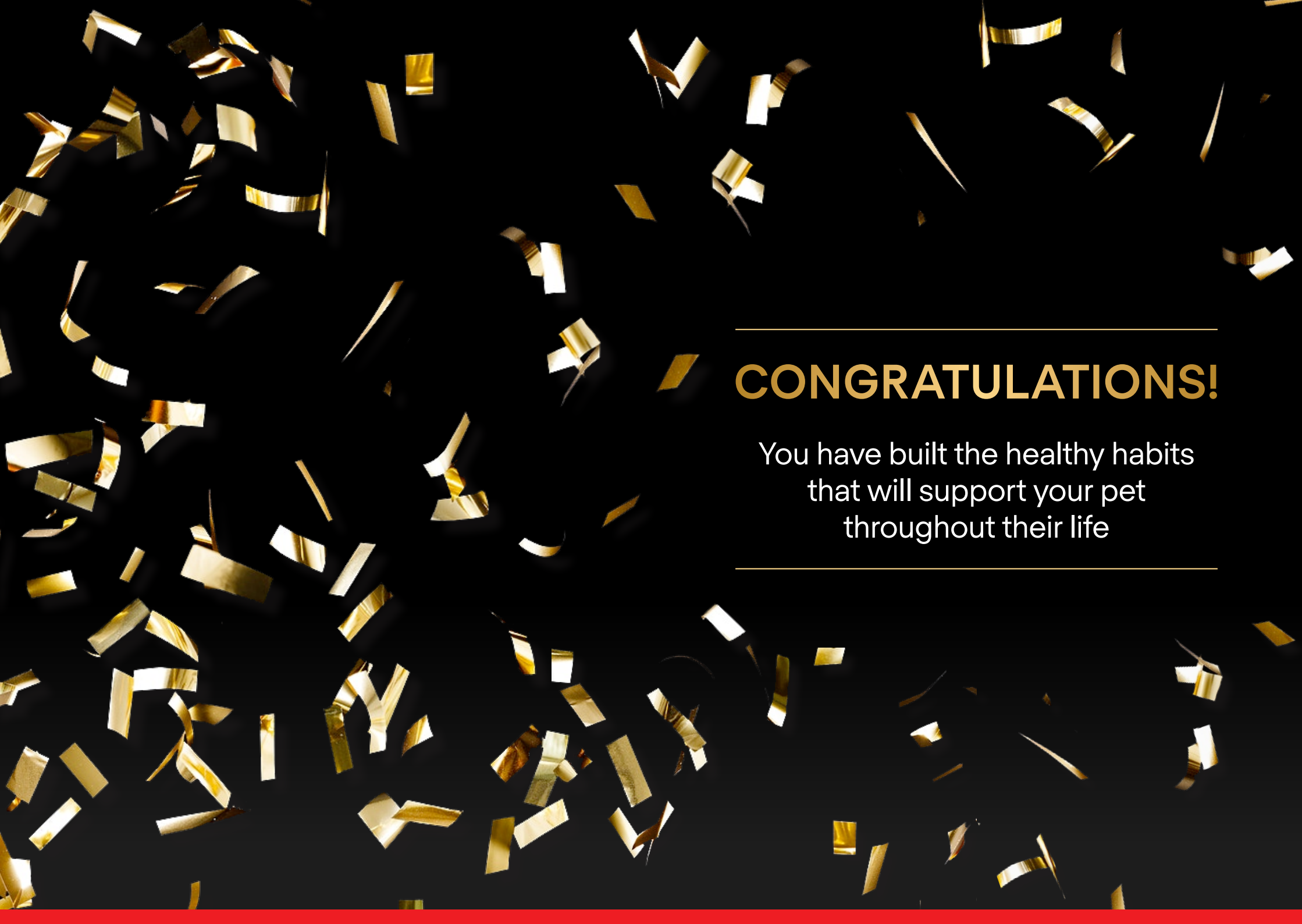
Your pet may need more time to reach their healthy weight

- Check in with your veterinary professional
- Keep tracking diet and exercise with a new journal
- Maintain healthy habits
- Check again in 4 weeks

Not at target weight

Not every journey is the same. Continue your healthy habits!

- Check in with your veterinary professional
- Re-evaluate goals, diet, and behaviours
- Keep tracking diet and exercise with a new journal
- Continue with your revised plan and check in again in 4 weeks

A black background with falling gold confetti. The confetti consists of many small, irregular, gold-colored pieces that appear to be falling from the top of the frame. The pieces are scattered across the entire background, with a higher density on the left side. The text is positioned on the right side of the image.

CONGRATULATIONS!

You have built the healthy habits
that will support your pet
throughout their life



HEALTHY WEIGHT

Nutrition

FOR LIFELONG CARE

Please contact your PURINA® representative
or visit www.purina.com/vetcenter for more information



PURINA

Your Pet, Our Passion.