

DISCOVER  
**PRO PLAN®**  
**CAT FOOD**  
LIFE-CHANGING ADVANCED NUTRITION



NUTRITION THAT PERFORMS™

# WHY IS PRO PLAN® THE BEST FOOD FOR YOUR CAT?



Passion and experience in pet food nutrition



Scientists including veterinarians, behaviorists and nutritionists worldwide whose sole focus is to bring the next nutritional breakthrough to you and your pet



Combining optimal cooking processes with high quality proprietary ingredient blends provides superior nutrient absorption, with great taste cats love



We at PRO PLAN®, believe nutrition is the foundation for long-term health, well-being and the starting point for an amazing life for your cat. That is why every PRO PLAN® formula is guaranteed to provide 100% of the essential nutrients your cats need and love.

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Find the formula best suited to your cat's life stage and unique needs

# Explore our PRO PLAN® CAT FOOD RANGE

## DRY CAT FOOD

KITTEN		ADULT 1+		SPECIALISED NEEDS					ADULT 7+
DEVELOPMENT		ESSENTIALS		SPECIALISED NEEDS					
Kitten Starter	Kitten	Adult Chicken	Adult Salmon	Fussy & Beauty	Sensitive Skin & Stomach	Indoor Hairball Control	Weight Loss Sterilised	Urinary Care	Adult 7+

## Wet Cat Food

KITTEN		ADULT 1+		SPECIALISED NEEDS			ADULT 7+
DEVELOPMENT		ESSENTIALS		SPECIALISED NEEDS			
Kitten Chicken	Kitten Salmon	Adult Chicken	Fussy & Beauty	Urinary Care	Sensitive Chicken	Adult 7+	

## LIVECLEAR™ Dry Cat Food

The world's first cat food that reduces allergens in cat hair and dander.

KITTEN	ADULT 1+	SPECIALISED NEEDS
DEVELOPMENT	ESSENTIALS	SPECIALISED NEEDS
Kitten Chicken	Adult Chicken	Indoor Hairball Control

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# PRO PLAN® DRY CAT FOOD



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**PURINA®**  
**PRO PLAN®**  
NUTRITION THAT PERFORMS®



**DHA, also found  
in mother's milk,  
to support brain  
development**



**Colostrum - nutrition  
for your kitten to  
develop a healthy  
immune system**



**Helps maintain  
gastrointestinal  
health with  
colostrum**



**WHAT IF  
YOU CAN BOOST YOUR  
KITTEN'S IMMUNE SYSTEM?**



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## DEVELOPMENT

Formulated to support a kitten's healthy growth and development

### KITTEN STARTER

Up to 6 months



Available in 1.5kg/8kg



Salmon & Tuna Formula

Colostrum - nutrition for your kitten to develop a healthy immune system

DHA, also found in mother's milk, to support brain development

Suitable for gestation and lactation

Supports healthy bones, teeth and muscle growth

Helps maintain gastrointestinal health with colostrum

Scientifically proven antioxidants for immune defence

Made with 43% protein to help meet kitten's unique nutritional needs

Smaller kibble size specially for kittens and nursing mothers

### KITTEN

Up to 1 year old



Available in 1.5kg/3.5kg/8kg



Chicken Formula

Colostrum - nutrition for your kitten to develop a healthy immune system

DHA, also found in mother's milk, to support brain development

Supports healthy bones, teeth and muscle growth

Silky and glossy coat

Scientifically proven antioxidants for immune defence

Smaller kibble size specially for kittens

NUTRITION THAT PERFORMS™



Fortified with  
**1.3 BILLION GUARANTEED LIVE PROBIOTICS**  
to support digestive and immune health



# GIVE YOUR CAT THE DAILY ADVANTAGE OF PROBIOTICS

Pro Plan® has spent years researching and understanding the benefits of probiotics for pets. And now we've made it our mission to include the daily benefits of probiotics in the next-level nutrition of all our adult cat dry formulas.

**Empowering you to support your pet's digestive and immune health with every meal.**



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# PRO PLAN® CAT FOOD

## LIFE-CHANGING NUTRITION

For Adult Cats



Fortified with  
**1.3 BILLION GUARANTEED LIVE PROBIOTICS**  
to support digestive and immune health



Real Chicken, Salmon  
or Salmon & Tuna as  
the first ingredient



Unique nutrient blend  
to help promote  
healthy kidneys



Scientifically proven  
antioxidants for  
immune defence



Great taste  
cats love



No added artificial  
colours, flavours and  
preservatives

NUTRITION THAT PERFORMS™



## ESSENTIALS

Outstanding nutrition and taste to help cats thrive



Every cat deserves nutrition that is expertly formulated to support lifelong health by ensuring they get the right nutrients in the right quantities that help them live each moment to the fullest.

**PRO PLAN® Adult provides scientifically designed combination of ingredients that supports healthy kidney function and the specific needs of adult cats.**

## ADULT



**Chicken Formula**



**Salmon Formula**

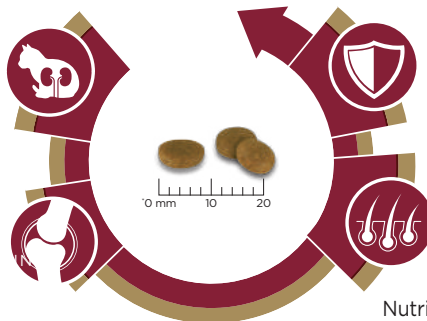
Available in 1.5kg/3kg/7kg



Fortified with  
**1.3 BILLION GUARANTEED LIVE PROBIOTICS**  
to support digestive and immune health

Unique nutrient blend to help promote healthy kidneys

Scientifically proven antioxidants for immune defence



Nutrition to help support healthy joints and good mobility

Nutrient blend for silky and glossy coat

**NUTRITION THAT PERFORMS™**

## SPECIALISED

Focused nutrition to support unique needs

### FUSSY & BEAUTY

Salmon Formula



Available in 1.5kg



Formulated for Fussy Cats



Great taste cats love

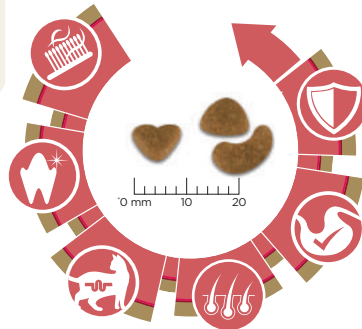
Omega-3 and 6 fatty acids and high protein for beautiful, soft and lustrous coat

Helps protect teeth from plaque and tartar build-up

With fibres to aid digestion and help reduce hairball formation that your cat may develop through frequent grooming



Fortified with 1.3 BILLION GUARANTEED LIVE PROBIOTICS to support digestive and immune health



Scientifically proven antioxidants for immune defence

Formulated with highly digestible ingredients and selected protein sources to help support food tolerance

Formulated with nutrients to help keep long hair soft, smooth and shiny

### SENSITIVE SKIN & STOMACH

Salmon & Tuna Formula



Available in 1.5kg

Formulated with highly digestible ingredients and selected protein sources to help support food tolerance

Unique nutrient blend to help promote healthy kidneys

Prebiotics proven to improve digestive health and balance intestinal microflora



Fortified with 1.3 BILLION GUARANTEED LIVE PROBIOTICS to support digestive and immune health



Scientifically proven antioxidants for immune defence

Key nutrients to help limit excessive seasonal shedding

Omega 3 fatty acids - healthy skin

NUTRITION THAT PERFORMS™

## SPECIALISED

Focused nutrition to support unique needs



Sterilisation can lead to excessive weight gain due to a decrease in energy needs and physical activity, and at the same time increased hunger and food consumption.

It is important to maintain a healthy weight so your cat can live a long and healthy life.

## WEIGHT LOSS. STERILISED

Salmon & Tuna Formula



Fortified with  
**1.3 BILLION GUARANTEED LIVE PROBIOTICS**  
to support digestive and immune health



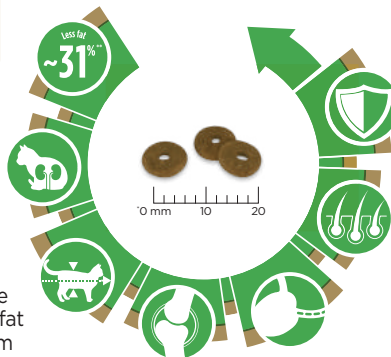
Available in 1.5kg/3kg

\*\*versus Pro Plan® Adult product

-31%  
less fat\*\*  
for weight  
management

Unique nutrient  
blend to help  
promote healthy  
kidneys

L-carnitine  
for healthy fat  
metabolism



Scientifically  
proven  
antioxidants for  
immune defence

Nutrient blend  
for silky and  
glossy coat

Nutrition to help  
support healthy  
joints and good  
mobility

Helps maintain urinary  
health in sterilised/neutered  
cats who are at increased  
risk of Feline Lower Urinary  
Tract Disease

NUTRITION THAT PERFORMS™

## SPECIALISED

Focused nutrition to support unique needs

# INDOOR. HAIRBALL CONTROL

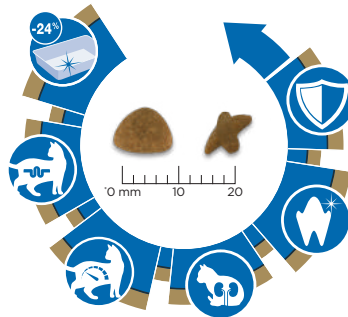
Chicken Formula



Available in 1.5kg/3kg/7kg

Inulin to help reduce litter box odour by 24%

Combination of fibres to control hairball formation by safely and gently moving hair through the digestive tract



Formulated to help indoor cats maintain a healthy weight

Unique nutrient blend to help promote healthy kidneys

Scientifically proven antioxidants for immune defence

Helps protect teeth from plaque and tartar build-up

# URINARY CARE

Chicken Formula

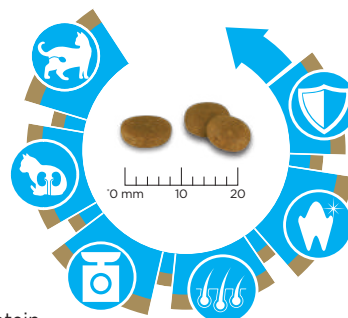


Available in 1.5kg/3kg

Helps maintain urinary health by reducing urinary pH and providing low dietary magnesium

Unique nutrient blend to help promote healthy kidneys

Balance of protein and calories, to help maintain a lean body condition



Linoleic acid, an omega-6 fatty acid to help maintain healthy skin and glossy coat

Scientifically proven antioxidants for immune defence

Helps protect teeth from plaque and tartar build-up



Fortified with 1.3 BILLION GUARANTEED LIVE PROBIOTICS to support digestive and immune health

NUTRITION THAT PERFORMS™

## SENIOR

Specialised formulas to support the nutritional needs of cats age 7+

After 7 years, cats begin to experience age related changes including loss of lean body mass and a decline in immune and digestive function. Nutrition can assist in supporting their unique needs and lifelong health.

**LONGEVIS** is a unique blend of nutrients that are formulated to contribute to an improvement in overall health as well as increased longevity. It includes a blend of antioxidants, vitamins, prebiotics and Omega 3 & 6 Fatty Acids for healthier body condition and quality of life.



## ADULT 7+

Salmon & Tuna Formula



Fortified with  
**1.3 BILLION GUARANTEED LIVE PROBIOTICS**  
to support digestive and immune health

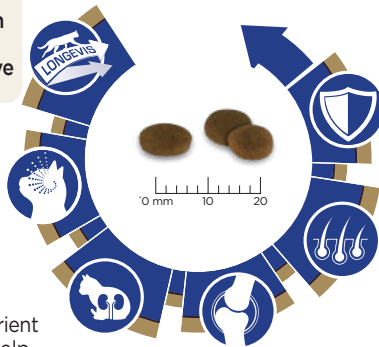


Available in 1.5kg

Contains  
**LONGEVIS**, proven  
to extend healthy  
lifespan and improve  
quality of life

Formulation  
specially developed  
to support brain  
function

Unique nutrient  
blend to help  
promote healthy  
kidneys



Scientifically  
proven  
antioxidants  
for immune  
defence

Nutrient  
blend for  
silky and  
glossy coat

Nutrition to help  
support healthy  
joints and good  
mobility

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# PRO PLAN® WET CAT FOOD



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## WHY WET CAT FOOD IS BENEFICIAL?

The texture of cat food influences palatability. Cats enjoy certain food textures like moist solid food and crunchy textures. Providing a range of wet products alongside the dry range, helps meet the nutritional needs and preferences of cats more effectively.



Desert-dwelling ancestry make cats susceptible to dehydration, merely by evolution

Reduced thirst drive even when eating a dry diet

Produce highly concentrated urine which can exacerbate lower urinary tract problems in some cats



Wet diets provide extra moisture which leads to better hydration and less concentrated urine<sup>1</sup>

They are often highly palatable for cats and can increase their meal enjoyment

### THE HEALTH BENEFITS OF WET CAT FOOD

- ✓ Convenient single serve pouches ensuring a fresh meal each time
- ✓ Stronger aroma which entices cats to eat it
- ✓ Naturally contains more water meaning a greater water intake for cats fed wet
- ✓ Beneficial for cats with renal or lower urinary tract disease or diabetes mellitus or those prone to constipation

1. Xu H, Greco DS, Zanghi B, et al/. (2014) The Effect of Feeding inversely Proportional Amounts of Canned Versus Dry Food on Water Consumption, Hydration and Urinary Parameters in Cats. Proc World Small Anim Vet Assoc Conf Cape Town, South Africa. 852

# WHAT'S UNIQUE ABOUT PRO PLAN® WET CAT FOOD?



## PROPRIETARY GRILLED TECHNOLOGY

PRO PLAN® brings superior nutritional benefits together with unique grilled technology for a tastier and more appealing formula for cats.



## HIGHEST PROTEIN LEVEL

PRO PLAN® has the highest protein level within PURINA®'s range of products and provides a nutrient dense formula.



## FORMULATED WITH INULIN

Inulin, a prebiotic, supports superior nutrient absorption in kittens & adult cats.



## NO ARTIFICIAL COLOURS, FLAVOURS AND PRESERVATIVES NO VARIOUS SUGARS IN THE FORMULA



## TAILORED NUTRITION

PRO PLAN® wet cat food is tailored to meet your cat's lifestage and unique needs across 7 specialised formulas. Comes in both Salmon & Chicken varieties.



## ENDORSED BY ISFM

PRO PLAN® is endorsed by the International Society of Feline Medicine, which is recognised by veterinarians worldwide.



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# DELIVERING EXCEPTIONAL NUTRITION WITH SUPERIOR TASTE



PRO PLAN® Wet Cat food range combines both exceptional nutrition and taste, in meals that let you nourish and delight your cat.

Each delicious meal also satisfies specific health and life stage needs, with the optimal balance of proteins, vitamins and minerals. So, you can give your cat the best — all the nutrition it needs, along with all the flavour and enjoyment it loves.

## SATISFY YOUR CAT'S UNIQUE NEEDS

KITTEN	ADULT 1+	SPECIALISED NEEDS	
DEVELOPMENT	ESSENTIALS	SPECIALISED NEEDS	

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## DEVELOPMENT

Formulated to support a kitten's healthy growth and development

## KITTEN



**Chicken in Jelly**  
Available in 85g



**Salmon in Gravy**  
Available in 85g



DHA to nourish  
brain and vision  
development



Antioxidants  
to help build  
the immune  
system

Essential nutrients  
to support healthy  
bones, teeth and  
muscle growth

Contains  
inulin to support  
superior nutrient  
absorption

## ESSENTIALS

Outstanding nutrition and taste to help cats thrive

## ADULT

### Chicken Formula



**Chicken in Gravy**  
Available in 85g

Dietary fibre helps  
reduce hairball  
formation and  
supports a healthy  
digestive system



Balance of  
protein and  
calories to  
help maintain  
a lean body  
condition

Contains inulin to  
help reduce litter  
box odour

Contains  
inulin to support  
superior nutrient  
absorption

NUTRITION THAT PERFORMS™

## SPECIALISED

Focused nutrition to support unique needs

# FUSSY & BEAUTY

## Salmon Formula



Salmon in Gravy  
Available in 85g

Dietary fibre controls hairball formation & safely moves hair through the digestive tract



Omega 3 and 6 fatty acids promote a healthy skin and shiny coat

Zinc and methionine to help limit excessive shedding

Contains inulin to support superior nutrient absorption

## SPECIALISED

Focused nutrition to support unique needs

# URINARY CARE

## Chicken Formula



Chicken in Gravy  
Available in 85g

Promotes hydration to support urine dilution and healthy urinary system



Helps maintain a healthy urinary tract with Omega 3 fatty acids

Antioxidants to help support natural defences

Contains inulin to support superior nutrient absorption

NUTRITION THAT PERFORMS™

## SPECIALISED

Focused nutrition to support unique needs

### SENSITIVE

#### Chicken Formula



Chicken in Gravy  
Available in 85g

With prebiotics,  
proven to  
balance intestinal  
microflora



Omega-3 fatty acids  
help reduce skin  
discomfort associated  
with food sensitivity

Highly  
digestible  
quality  
ingredients  
to promote  
healthy  
digestion

Contains  
inulin to support  
superior nutrient  
absorption

## SPECIALISED

Focused nutrition to support unique needs

### ADULT 7+

#### Chicken Formula



Chicken in Gravy  
Available in 85g

Prebiotics proven  
to enhance  
digestive health



Balanced minerals  
and antioxidants to  
help protect urinary  
tract and kidney

Antioxidants  
to help  
support  
immune  
defence  
for healthy  
ageing

Contains  
inulin to support  
superior nutrient  
absorption

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THE POWER TO  
**REDUCE**  
**ALLERGENS**  
 IN CAT HAIR & DANDER

— DISCOVER —

**Purina® PRO PLAN® LIVECLEAR™**

NUTRITION THAT PERFORMS™

# The First Allergen-Reducing Cat Food

## + The Power to Change Lives

When you live with cat allergen sensitivity, it can put limits on your cat and you. But now you can reduce the major allergen in your cat's hair and dander simply and safely, with the world's first allergen-reducing cat food.

**Pro Plan® LiveClear™** is a revolutionary cat food shown to reduce allergens in cat hair and dander by an average of 47% starting in the 3rd week of daily feeding.

“Pro Plan® LiveClear™ has been absolutely life changing. I'll never go back to any other food.”

— Dachele K.  
Cat Owner in USA



**Breakthrough**  
nutrition discovered  
through over a decade  
of research



**The key ingredient**  
is a specific protein  
from eggs



**Discover a**  
difference in as little as  
three weeks

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# HOW PRO PLAN® LIVECLEAR™ WORKS



All cats produce a common allergen, Fel d 1, in their saliva

When cats eat **PRO PLAN® LIVECLEAR™**, a key protein sourced from eggs binds to the Fel d 1 and neutralises it



And when fed daily, **PRO PLAN® LIVECLEAR™** significantly reduces the allergens in cat hair and dander

..... Simply, and safely



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# LIVECLEAR™ AT EVERY AGE, AND EVERY STAGE

Pro Plan® LiveClear™ isn't just an incredible breakthrough in the management of cat allergens. It's also great-tasting, outstanding nutrition in an everyday food.

AVERAGE REDUCTION OF  
**47%**

SHOWN TO REDUCE THE ALLERGENS  
in cat hair and dander by an average of  
47% starting in the 3<sup>rd</sup> week of feeding



Fortified with 1.3 Billion  
guaranteed live probiotics  
for digestive and  
immune health



Chicken is the first  
ingredient



Unique nutrient blend  
to help promote  
healthy kidneys



Scientifically proven  
antioxidants for  
immune defence



Great taste cats love



No added artificial  
colours, flavours and  
preservatives



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# AVAILABLE IN THREE PRO PLAN® LIVECLEAR™ FORMULAS



**KITTEN**  
Chicken Formula



**ADULT**  
Chicken Formula



**INDOOR  
HAIRBALL  
CONTROL**  
Chicken Formula



“ I highly recommend it, because it changes your whole life with your cat. ”

— Marion E.

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Fortified with **1.3 BILLION** guaranteed live probiotics to support digestive and immune health



Shown to reduce the allergens in cat hair and dander by an average of 47% starting in the 3rd week of feeding

## DEVELOPMENT

Formulated to support a kitten's healthy growth and development

### KITTEN

Chicken Formula



Available in 1.5kg and 3kg

DHA, also found in mother's milk, to support brain development

Supports healthy bones, teeth and muscle growth



Scientifically proven antioxidants for immune defence

Silky and glossy coat

## ESSENTIALS

Outstanding nutrition and taste to help cats thrive

### ADULT

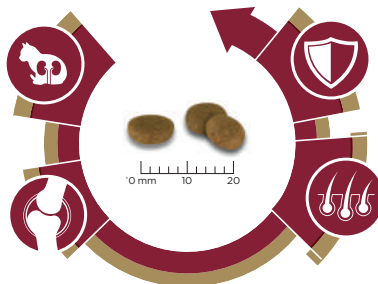
Chicken Formula



Available in 1.5kg and 3kg

Unique nutrient blend to help promote healthy kidneys

Nutrition to help support healthy joints and good mobility



Scientifically proven antioxidants for immune defence

Nutrient blend for silky and glossy coat

## SPECIALISED

Focused nutrition to support unique needs

### INDOOR. HAIRBALL CONTROL

Chicken Formula

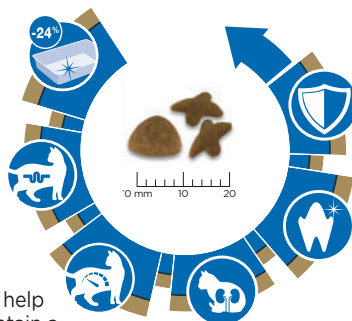


Available in 1.5kg and 3kg

Inulin to help reduce litter box odour by 24%

Combination of fibres to control hairball formation by safely and gently moving hair through the digestive tract

Formulated to help indoor cats maintain a healthy weight



Scientifically proven antioxidants for immune defence

Helps protect teeth from plaque and tartar build-up

Unique nutrient blend to help promote healthy kidneys


NUTRITION THAT PERFORMS™


# Exclusive to Pet Shops, Breeders, Vet Clinics and Online Pet Specialist Stores.

## FIND OUT MORE

Visit us on our website at  
[www.purina.com.sg](http://www.purina.com.sg)

Connect with us on social media:

 @PurinaSingapore

 @purinasingapore



*We're Listening*

For any queries, call us on our  
Nestlé consumer hotline:

**800-601-1633**



# PRO PLAN® CAT FOOD

## LIFE-CHANGING NUTRITION



PRO PLAN® provides a food of outstanding quality and taste. If for any reason you feel that PRO PLAN® has not met your standards, please return the unused portion to your retailer for a full refund or replacement.