

# FELINE OM St/Ox OBESITY MANAGEMENT™

Complete dietetic pet food for adult cats for the reduction of excessive body weight, formulated with low energy density.

RECOMMENDED FOR &  
NOT RECOMMENDED FOR

- ✓ Obesity
- ✓ Constipation
- ✓ Hyperlipidaemia
- ✓ Diabetes mellitus in overweight cats
- ✗ Not suitable for growth and reproduction



85 g



350 g, 1.5 kg and 5 kg

KEY  
BENEFITS



**High protein level** to help promote loss of body fat while maintaining muscles mass



**Low calorie diet** to help with weight loss



**Urinary security**  
Helps minimise the occurrence of struvite and calcium oxalate urinary stones, more common in overweight cats

ADDITIONAL BENEFITS  
& CHARACTERISTICS

**Proven effective solution for weight loss**

Supported by clinical trials on obese cats

**Helps maintain optimal body weight after weight loss**

The same diet can be fed for maintenance to reduce the risk of rebound obesity

**Helps reduce caloric intake while maintaining satiety**

High level of protein and fibres

**Helps support joint health which is commonly compromised in obese cats**

Enriched with natural sources of glycosaminoglycans (GAGs) and omega-3 fatty acids

# FELINE OM S<sub>T</sub>/O<sub>x</sub> OBESITY MANAGEMENT™

## COMPOSITION (DRY)

Wheat gluten, corn protein meal, soya meal, dried poultry protein, wheat flour, pea hulls, cellulose, digest, minerals, soya protein powder, pork fat, fish oil, yeast, xylose.

## COMPOSITION (POUCHES)

Pork (liver, kidney, lung), chicken (4%), dehydrated salmon protein, dehydrated pork protein, pea fibre, flour rice, cellulose, corn starch, minerals.

## KEY NUTRIENT VALUES\*

|                                        | Dry          | Pouch       |
|----------------------------------------|--------------|-------------|
| Moisture                               | 6.5%         | 80.0%       |
| Protein                                | 48%          | 10.6%       |
| Fat                                    | 8%           | 2.5%        |
| - Omega-6 fatty acids                  | 1.5%         | 0.23%       |
| - Omega-3 fatty acids                  | 0.4%         | 0.10%       |
| Carbohydrate                           | 22%          | 3.0%        |
| Crude fibre                            | 7.5%         | 1.4%        |
| Taurine                                | 1707 mg/kg   | 1806 mg/kg  |
| Vitamin E                              | 559 IU/kg    | 103 IU/kg   |
| Metabolisable energy (ME) <sup>1</sup> | 3428 kcal/kg | 752 kcal/kg |

\* Typical analysis in the final product as fed.

<sup>1</sup> Calculated following NRC 2006 equations.

## FEEDING GUIDELINES

It is recommended that a veterinarian's opinion be sought before use or before extending the period of use. A transition period when starting the diet is advised and for an efficient weight loss or ideal weight maintenance, the recommended daily energy intake should not be exceeded. Recommended length of time: until target body weight is achieved and after if required to maintain target bodyweight. 1 pouch = 20g of Feline OM S<sub>T</sub>/O<sub>x</sub> Obesity Management™ dry.

The suggested daily food intake for weight loss is **based on the cat's starting weight**, average caloric requirements and a desired safe weight **loss of 1% body weight per week**. Daily food intake must be adjusted according to response, generally every 4 weeks. PURINA® PRO PLAN® VETERINARY DIETS OM S<sub>T</sub>/O<sub>x</sub> Obesity Management™ must be fed until target **Body Condition Score (BCS)** is achieved. Feline OM S<sub>T</sub>/O<sub>x</sub> Obesity Management can be fed long-term for cats prone to gain weight using the maintenance feeding quantities.

### WEIGHT LOSS

| Body weight (kg) | Dry only (g/day) | Wet only (Pouch /day) | Dry + pouch |                  |
|------------------|------------------|-----------------------|-------------|------------------|
|                  |                  |                       | Dry (g/day) | Wet (pouch /day) |
| 4                | 35               | 2                     | 20          | 1                |
| 5                | 45               | 2 ½                   | 25          | 1                |
| 6                | 55               | 3                     | 35          | 1                |
| 7                | 65               | 3 ½                   | 45          | 1                |
| 8                | 75               | 4                     | 55          | 1                |
| 10               | 95               | 5                     | 55          | 2                |

### MAINTENANCE

| Body weight (kg) | Dry only (g/day) | Wet only (Pouch /day) | Dry + pouch |                  |
|------------------|------------------|-----------------------|-------------|------------------|
|                  |                  |                       | Dry (g/day) | Wet (pouch /day) |
| 4                | 45               | 2 ½                   | 30          | 1                |
| 5                | 60               | 3                     | 40          | 1                |
| 6                | 70               | 3 ¾                   | 50          | 1                |
| 7                | 80               | 4 ½                   | 65          | 1                |
| 8                | 95               | 5                     | 75          | 1                |
| 10               | 115              | 6 ¾                   | 80          | 2                |

For each additional 1 kg of body weight feed an additional 10g of dry food or ½ pouch for weight loss and feed an additional 10g of dry food or ¾ pouch for weight maintenance.