

# OM OVERWEIGHT MANAGEMENT®

FELINE FORMULA

Diets with these nutritional modifications have been recommended for cats with the following conditions:

- Obesity (weight loss and weight maintenance)
- Fiber responsive gastrointestinal conditions
- Constipation
- Diabetes mellitus in overweight cats
- Hyperlipidemia in overweight cats
- Hairballs

## Medical Contraindications:

- Conditions associated with catabolic states



Actual Size



### AVAILABLE SIZES

Bags of 6 and 16 lbs  
Cases of 24 5.5-oz cans



## Feeding and Administration:

Animal feeding tests using Association of American Feed Control Officials (AAFCO) procedures substantiate that Purina Pro Plan Veterinary Diets OM Overweight Management Feline Dry Formula provides complete and balanced nutrition for maintenance of adult cats. Purina Pro Plan Veterinary Diets OM Overweight Management Feline Canned Formula In Sauce is formulated to meet the nutritional levels established by AAFCO for maintenance of adult cats.

The following feeding program is recommended as a guideline only, with discretionary clinical adjustments for obesity management. The suggested daily food intake for weight loss is based on the cat's current weight, average caloric requirements and a desired weight loss of 1% of body weight per week. Daily food intake should be adjusted every 4 weeks.

### FEEDING GUIDE<sup>1</sup>

| BODY WEIGHT     |      | FOR WEIGHT LOSS |  |   | FOR MAINTENANCE |  |   |
|-----------------|------|-----------------|--|---|-----------------|--|---|
| lbs             | kg   | kcal/day        | Dry<br>Approximate Number<br>Of 8-oz Cups/Day <sup>3</sup> | Canned<br>Approximate Number<br>Of 5.5-oz Cans/Day <sup>3</sup> | kcal/day        | Dry<br>Approximate Number<br>Of 8-oz Cups/Day <sup>3</sup> | Canned<br>Approximate Number<br>Of 5.5-oz Cans/Day <sup>3</sup> |
| 5               | 2.3  | 110             | 1/3  | 7/8   | 138             | 1/2  | 1   |
| 8               | 3.6  | 177             | 1/2  | 13/8  | 216             | 2/3  | 15/8  |
| 12              | 5.4  | 265             | 3/4  | 2   | 324             | 1  | 2 1/2   |
| 16              | 7.2  | 353             | 1  | 2 3/4   | 432             | 1 1/3  | 3 3/8   |
| 20              | 9.1  | 441             | 1 1/3  | 3 3/8   | 546             | 1 2/3  | 4 1/4   |
| 25 <sup>4</sup> | 11.4 | 552             | 1 3/4  | 4 1/4   | 684             | 2 1/8  | 5 1/4   |

### CALORIE CONTENT (FED)<sup>2</sup>

|  |                   |                     |
|--|-------------------|---------------------|
|  | 3240 kcal/kg      | 835 kcal/kg         |
|  | 1470 kcal/lb      | 379 kcal/lb         |
|  | 321 kcal/8-oz cup | 130 kcal/5.5-oz can |

## Healthy Weight Loss:



Low in fat and calories



High protein-to-calorie ratio promotes loss of body fat while helping maintain lean body mass



Natural fiber contributes to satiety

- Also available in Savory Selects to help with long-term compliance and weight loss success
- May be fed for weight loss or weight maintenance

## General Health:

- St/Ox Defense (dry and wet formulas): This diet promotes a urinary environment unfavorable to the development of both struvite and calcium oxalate crystals
- High in antioxidant Vitamins A and E to support a healthy immune system
- Great taste to help ensure adequate nutrient intake

## Ingredients (Dry):

Corn gluten meal, wheat gluten, soybean meal, poultry by-product meal, oat fiber, soy protein isolate, brewers rice, fish meal, powdered cellulose, animal fat preserved with mixed-tocopherols, phosphoric acid, animal liver flavor, potassium chloride, calcium carbonate, L-Lysine monohydrochloride, salt, choline chloride, Vitamin E supplement, taurine, zinc sulfate, ferrous sulfate, L-ascorbyl-2-polyphosphate (source of Vitamin C), manganese sulfate, niacin, Vitamin A supplement, copper sulfate, calcium pantothenate, thiamine mononitrate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. B-2566



## Ingredients (Canned):

Water sufficient for processing, liver, chicken, ocean whitefish, meat by-products, rice, powdered cellulose, salmon meal, artificial and natural flavors, guar gum, calcium sulfate, potassium chloride, carrageenan, taurine, Vitamin E supplement, thiamine mononitrate, zinc sulfate, mono and dicalcium phosphate, ferrous sulfate, niacin, calcium pantothenate, Vitamin A supplement, copper sulfate, menadione sodium bisulfite complex (source of Vitamin K activity), manganese sulfate, pyridoxine hydrochloride, riboflavin supplement, Vitamin B-12 supplement, biotin, folic acid, potassium iodide, Vitamin D-3 supplement, sodium selenite. A-2535



## AVERAGE NUTRIENT CONTENT

|                           | DRY             |              |              | CANNED          |              |               |
|---------------------------|-----------------|--------------|--------------|-----------------|--------------|---------------|
|                           | PER 100 KCAL ME | AS FED       | DRY MATTER   | PER 100 KCAL ME | AS FED       | DRY MATTER    |
| Protein                   | 15.90 g         | 51.50%       | 55.80%       | 12.10 g         | 10.10%       | 46.98%        |
| Fat                       | 2.37 g          | 7.68%        | 8.32%        | 3.54 g          | 2.96%        | 13.77%        |
| Carbohydrate              | 6.33 g          | 20.50%       | 22.21%       | 5.47 g          | 4.57%        | 21.26%        |
| Crude Fiber               | 1.68 g          | 5.45%        | 5.90%        | 2.79 g          | 2.33%        | 10.84%        |
| Total Dietary Fiber       | 4.63 g          | 15.00%       | 16.25%       | 4.77 g          | 3.98%        | 18.51%        |
| Soluble Fiber             | 0.28 g          | 0.90%        | 0.98%        | 0.43 g          | 0.36%        | 1.67%         |
| Insoluble Fiber           | 4.35 g          | 14.10%       | 15.28%       | 4.34 g          | 3.62%        | 16.84%        |
| Calcium                   | 0.40 g          | 1.28%        | 1.39%        | 0.34 g          | 0.28%        | 1.30%         |
| Phosphorus                | 0.39 g          | 1.27%        | 1.38%        | 0.31 g          | 0.26%        | 1.21%         |
| Potassium                 | 0.23 g          | 0.75%        | 0.81%        | 0.25 g          | 0.21%        | 0.98%         |
| Sodium                    | 0.13 g          | 0.43%        | 0.46%        | 0.10 g          | 0.08%        | 0.37%         |
| Chloride                  | 0.19 g          | 0.62%        | 0.67%        | 0.19 g          | 0.16%        | 0.74%         |
| Magnesium                 | 0.03 g          | 0.10%        | 0.11%        | 0.02 g          | 0.02%        | 0.08%         |
| Copper                    | 0.59 mg         | 19.3 mg/kg   | 20.9 mg/kg   | 0.61 mg         | 5.1 mg/kg    | 23.7 mg/kg    |
| Zinc                      | 8.15 mg         | 264 mg/kg    | 286 mg/kg    | 7.31 mg         | 61 mg/kg     | 284 mg/kg     |
| Taurine                   | 0.05 g          | 0.16%        | 0.17%        | 0.10 g          | 0.09%        | 0.40%         |
| Vitamin A                 | 633 IU          | 20,513 IU/kg | 22,227 IU/kg | 8,148 IU        | 68,036 IU/kg | 316,447 IU/kg |
| Vitamin E                 | 16.76 IU        | 543 IU/kg    | 588 IU/kg    | 11.86 IU        | 99 IU/kg     | 460 IU/kg     |
| Total Omega-6 Fatty Acids | 0.58 g          | 1.89%        | 2.04%        | 0.63 g          | 0.52%        | 2.43%         |
| Total Omega-3 Fatty Acids | 0.05 g          | 0.17%        | 0.19%        | 0.11 g          | 0.09%        | 0.43%         |
| EPA+DHA                   | 0.02 g          | 0.07%        | 0.07%        | 0.08 g          | 0.07%        | 0.32%         |

## DIGESTION TEST RESULTS†

| DIGESTIBILITY:                           | DRY  | CANNED |
|--|------|--------|
| Total, %                                 | 80.1 | 78.1   |
| Protein, %                               | 91.1 | 89.9   |
| Fat, %                                   | 87.7 | 85.4   |
| Carbohydrate, %                          | 66.8 | 82.7   |
| Calorie, %                               | 83.0 | 81.5   |
| PERCENTAGE OF METABOLIZABLE ENERGY FROM: |      |        |
| Protein, %                               | 57.8 | 45.8   |
| Fat, %                                   | 20.9 | 32.9   |
| Carbohydrate, %                          | 21.2 | 21.3   |

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

1 Adjustments must be made for environmental conditions, activity level, and body condition. Provide fresh water in a clean container daily.

2 Kilocalories of metabolizable energy (ME)

3 This daily amount should be divided into several small meals throughout the day.

4 For each additional pound of body weight, feed an additional 24 kilocalories.